

IGT + Microsoft

The slot machine environment is changing. Gone are the days of the smoking seniors with coin buckets, and in their place are media-drenched, upscale, “team-play” clientele.

People wander around from machine to machine, drinking and using their cell phones, observing the noisy action. They move into natural groups—it’s play time. It’s also time to change the way slot machines fit into the overall casino experience. They can no longer be perceived as solitary workstations that get repeat bets until a jackpot is won. Instead, they are a part of the overall entertainment proposition. How do we make the slot machine experience more integrated, more engaging, more of an escape? How do we make it more fun? Most

existing machines are uncomfortable no matter what position you adopt. Most games are too simple to sustain attention. They are competing with the garish lighting, tinkling sounds, and even the ubiquitous casino carpet—everything is vying for attention. It’s time for a fundamental change.

DDSTUDIO helped IGT in moving towards the future of gaming. Together we developed the multiplayer machine—clusters of customizable machines equipped with downloadable games. The multiplayer has



a simpler image with materials inspired by automotive interiors and tight, quality fit and finish. The seating positions are comfortable, promoting a longer stay. We also envisioned a Microsoft Surface display mounted in a four player poker table, that fits comfortably into a cocktail lounge environment. You can also order food, drinks, and bring up casino information with simple pop-ups: personalization through the “ME” button.

Places like Las Vegas are moving more towards the complete pampered player experience. Casinos are turning into resorts and gaming is often a sidebar, we are bringing the slot machine floor back into the overall entertainment package.

DDSTUDIO provided design strategy through complete engineering implementation.

