



**V**ideo King is among the world's largest providers of electronic gaming systems, Bingo hall equipment and innovative games. Reaching a global market, Video King's entertainment systems can be found aboard luxury cruise liners, throughout Indian Country and in thousands of charitable, commercial and military establishments around the world.

## Read All About It!

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In addition to free cards, bonus rounds and "magical" animation, *Potion Commotion* gives players a choice of five wizard apprentices to guide them through Video King's latest fantasy-themed QuickShot Bonanza game.

### New Bonus Features Conjure Hidden Cash ...

## Potion Commotion A Magical Elixir!

**E**ver wish to peep behind the curtain and see the Wizard, like the characters in Oz, or even meet one or better yet, be one. Well, get ready to enter the magical world of wizardry, and grab your pointed hat. Now here's your chance to interact ...



Here's a preview of "**Potion Commotion**," Video King's latest QuickShot Bonanza game, designed with free cards, spectacular bonus rounds and some of the most "imaginative" animation – nay, never seen in a Bingo game before. Video King's new style of game, with choice of five apprentice wizards, will take you on a flight of fancy, with dragon slayers, liquid potions, bubbling cauldrons and

incantations to cast those magic spells. **Yes, it's an entirely different realm ...** To prepare for your journey, here's a wee peek from one of Video King's very own wizards, **John Mowat**, project leader, the mastermind, who helped conjure up this game and knows it well.



Potion/See Page 12

### Games Playable Anywhere Aboard Ship!

## Victory Casino Cruises Launch 'High Seas' Bingo

**H**ow would you like to prop your feet up on a deck chair, enjoy the ocean breeze, your favorite beverage in hand, and play Bingo from the comfort of your seat ... Or, lounge in a TV-lined sports bar, with its own radio program,



Victory Casino Cruises

watch all your favorite teams, snack on some tasty bar food, and play any number of QuickShot Bonanza games – without – we're willing to wager – missing out on any of the action from the sports book.

Or – if timed right – snag a ring-side seat to the Kennedy Space Center's rocket's red glare, as it bursts through the air – while you vie for that highly coveted, \$1,000 cover-all prize – the blast

Victory/See Page 7

# Video King Sets Sights On Future Generation



## A Word From Tim Stuart

2013 is racing by. We have seen Video King grow substantially over the past three years. We know that we could not do it without the great support that we get from all of you "our loyal customers."

We are now setting our sights on 2014 and 2015.

We have new products and new product platforms that we will introduce to the world.

We are always looking for help/for meaningful suggestions.

We plan on deploying next generation, hand-held tablet devices and a lot of new software/content over the next 18 months.

Our engineering and R & D team are hard at work. We want your help. Please tell me/us what you like/what you don't like about our products and services, and how you would improve the entire Video King line-up.

In other words, what would you want to do with our product line-up if you were the owner of Video King.

All of us at Video King are always all about our customers.

We always want to be good listeners. We want to supply you the customers with the very best products and services in our industry.

So please contact me with ideas and suggestions.

Sights/See Page 3

*Bingo Park Offers Spectacular Views!*

# Vee Quiva Hotel & Casino Rises ANew



Gila River Casinos

Bingo Park, which emulates the beauty of our national parks, was launched during the grand opening of the all-new, \$135 million Vee Quiva Hotel & Casino, located in the Gila River Community, just outside Phoenix. The 550-seat, state-of-the-art Bingo venue features Video King's custom-designed Bingo desks (below).

Nature took millions of years to create much of what is now preserved and protected within our National Parks system. Gila River Casinos took less than a few to bring the beauty of these park lands indoors ... **Now that's progress.** Ok, there's really no way to replicate these sacred lands, but they've found a rather unique way to emulate them.



That's the concept behind Bingo Park, launched during the grand opening of the all-new, \$135 million Vee Quiva Hotel & Casino, located in the Gila River Indian Community, just outside Phoenix.

The new 550-seat Bingo venue, which opened this summer, takes its name from depictions of national parks, displayed along the walls of this cutting-edge facility, according to **Melody Hudson**, public relations manager for Gila River Casinos.

"These beautiful and dynamic images will begin with Arizona's own **Grand Canyon**, and will be changed throughout the year," she said. "The shifting pictures will be changed to reflect new national parks in spectacular fashion and will help to create a unique environment, unlike anything seen before."

Under these mammoth-sized, wall-to-wall park murals, players will be seated in what is touted to be the most comfortable seats of any Bingo room in Arizona.



Video King



Gila River Casinos

Located at the west base of South Mountain, the Vee Quiva offers an ideal escape with 90 luxury guest rooms, world class dining, food court, two lounges and a sparkling pool.

But that's not the entire "picture" ...

"The room will include 80-inch, HD-TVs, broadcasting the latest in entertainment. Large, oversized Bingo caller boards make the action a breeze to follow – from any vantage point within Bingo Park, and the amazing ventilation system circulates fresh air so quickly players may feel as though they have entered one of the iconic national parks pictured on the wall," she added.

To further enhance the experience, Vee Quiva Hotel & Casino also purchased two wrapped desks from **Video King**, one designed with the Bingo Park logo, the other with Fireball Bingo, a highly popular

Vee Quiva/See Page 6

*Information Exchange Invaluable Resource!*

# New Bingo Guide Offers Expert Advice

**H**e's not one of the "brothers." Nor does he deal in automobiles. But his new concept is similar to "Car Talk," the highly popular, call-in radio program, hosted by two MIT graduates, who happen to share the same mother ...



He, too, is an expert in his field, but instead of dispensing auto maintenance and repair advice to his "online listeners," he shares pretty much everything he's learned about Bingo, over the nearly past 40 years.

He is one of the driving forces behind the **Bingo Resource Guide**, a new Web site, which, in conjunction with Promoting-

Bingo.com, helps find the answers to everything from building customer loyalty to welcoming new players, motivating employees, capitalizing on promotions, text-message marketing and other social media trends.

Or, in other words, the "Premier Source of Bingo Ideas and Management Information," as the site suggests.

He is **Clyde Bock**, better known as one of industry's leading Bingo promoters and one of the highest rated speakers at BingoWorld and other tradeshows and seminars throughout North America.

He is also part of a **team of experts**, who combined their knowledge and resources to create the new Web site, which launched this spring. They include **Lou Hilford**, his partner at Creative Gaming Concepts LLC, and **Gary and Jenynne DeNoble**, developers of the Web site, PromotingBingo.com. (See BRG Venture, Top of Page 3).

**PROMO CODE: VKGE FOR 20% OFF ARTICLES**



Bingo Resource Guide

*The newly launched Bingo Resource Guide Web site, in conjunction with Promoting.Bingo.com, provides the Bingo community with promotions and hall management information, designed to strengthen the industry.*

The new site is a joint venture between the two sites, which complement one another. Their missions similar: Provide the Bingo community with promotions and hall management information, designed to build a strong industry, making it a more attractive entertainment choice.

**Guide/See Page 10**

## BRG Web Site A Joint Venture To Strengthen Bingo Industry

**T**he Bingo Resource Guide Web site is a collaborative effort by leading experts in the Bingo industry. Here's an excerpt from their Web site on this highly dedicated, creative team.

### Clyde Bock

Clyde Bock is nationally recognized as one of the premier Bingo promotion experts in the country. He has been in the Bingo industry for more than 35 years and is currently the manager of **Imperial Bingo Connection** in Renton, Wash.

He has managed some of the largest Bingo operations in Washington, including charitable and tribal. He also worked as a Bingo liaison for Washington's largest Bingo distributor.

Bock is one of the highest rated speakers at BingoWorld and has written several "Manager to Manager" articles for Bingo magazines. He has been active in the following groups and organizations:

- Founding member/past president of Washington Charitable Gaming Association.
- Founding partner Creative Gaming Concepts/Bingo Resource Guide.
- Contributing editor/writer for Bingo Today.

**BRG Web Site/See Page 4**

## Sights

*Continued From Page 2*

Now is the time for our customer base to have tremendous effect on where we go with our technology over the next several years.

Please feel free to call, e-mail, Facebook. Thank you all for your continued support for all of us here at Video King.

**Tim Stuart**

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VKGS LLC (dba Video King)

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BRG Site

Continued From Page 3

- Bingo consultant to tribal and charitable Bingo games.
- Assisted with developing Bingo rules/regulations for Washington.
- Assisted manufacturers in developing pull-tab event tickets.

Lou Hilford

Lou Hilford has had successful careers in gaming, business, social work and fund-raising, creating a unique perspective that is most valuable to clients. **He is president/CEO of Loudon Consultants Inc. in Vancouver.**

In addition to specializing in Bingo and charitable gaming, his company offers full-service consulting to the North American Gaming Industry, including surveillance/security systems, Internet gaming, government relations, community impact studies, venture capital projects and start-up companies.

He has also served as a board member, director and officer of companies outside of gaming, including mining, communications, conference planning, bottled water and extended life batteries. An accomplished speaker and writer, Hilford has participated in most of major gaming conferences.

Both he and his company have been involved in numerous projects, including:

- Created and managed all programs for the annual BingoWorld Conference and Exposition.
- Founded B.C. Association for Charitable Gaming.
- Worked with Fraser Downs Race Track to introduce poker rooms.
- Worked with Hastings Park Race Track to develop casino gaming.
- Worked with GateWay Casinos in preparing for sale to Packer Co. of Australia.
- Developed Bingo programs for three Canadian casinos.
- Consulted to Bingo manufacturing companies in the United States, Canada and Australia.
- Worked with Western Canada Tribes to develop Bingo programs.
- Assisted Government of British Columbia in transitioning Bingo from charity to commercial.
- Assisted Government of Quebec in cross-marketing charity and Internet Bingo.
- Internet consultation on Bingo for off-shore gaming companies.
- Founding partner in the Bingo Board Gaming Group.



New Bonus Rounds Take You To Exotic Locales!  
**Mermaid's Quest A Bounty O' Fun!**

The verdict's in ... **Mermaid's Quest**, Video King's new 24-number QuickShot Bonanza game – now with free cards, bonus features and exciting new animation – is a **bounty o' fun!** Seeing is believing. But if you haven't gotten the chance, here's some testimony from a league of people, regarding our new, aquatic-themed game. But first, an eyewitness account from one, who's been instrumental in navigating the development of Video King's latest style of games ...

"We're so excited about Mermaid's Quest. When the decision was made to add bonus features to our QuickShot line, the team came up with more ideas than we could possibly use in a single game," said **John Mowat, the project leader.**

"Every Bingo player has awesome ideas about how to make Bingo better, and those of us lucky enough to work in it full time are no different.

"One of the things about Video King in particular is that it's a great place to work, so most of us have been with the company for a lot of years and built up a ton of concepts in that time for what we'd like to see in Bingo," he said.

The actual "quest" for new game material was embarked internally, where staff were queried regarding theme preferences and features.

Their answers were pooled to determine what would be most popular among the players.

"Mermaid's Quest was like an explosion of cool ideas, and while it's hard to pick a favorite, I think the adventure of the bonus round is probably the stand-out," said Mowat, who conducted the survey.

And for the adventure seekers in



Video King

During the bonus round, the mermaid offers you a choice of three, colorfully cast exotic locations to seek your treasure. They include a coral reef, sunken ship or deserted isle, filled with lush illustrations.



Video King

After you choose your bonus round destination, each location has a unique setting for you to discover your treasure, such as Xs on the deserted isle.

all of us, here's why ...

"If you're lucky enough to hit the right pattern, the mermaid gives you a choice of three exotic locations to go to on a treasure hunt.

"After you choose your destination, she takes you there, and each one is a unique, exciting setting where you get to try your luck at finding a big prize," he said, of the new bonus features.

"Another huge addition is the chance to **win free cards** while you play," he added. "Again if you hit the right pattern, the mermaid takes you to a wild, free-card screen, where your free cards are played. Everybody loves a free play," he said.

All have deemed it's a process worth repeating for future themes.

"I'm thrilled to have had the chance to be the 'producer' on this game. One of the things that I found really interesting and has worked out very well is building an international team to help get it to the next level," Mowat said.

And with many successful ventures, it takes more than a village to achieve. Mermaid's Quest, Mowat said, was a global endeavor.

"By far, most of our company is made up of U.S. citizens working around

# Mermaid

Continued From Page 4

the country. But in addition to the development team in Canada, who did an amazing job making the ideas come to life, we found some really great artists and musicians from around the world to contribute to this project.

"We're so happy to hear that players have had a great time with the art and sound in Mermaid's Quest – it's the perfect way to show off the awesome new gameplay," he said.

Once it passed the muster internally, the game has made a huge splash, as it was demoed at tradeshow and installed at various halls.

"The newest addition to our suite of 24-number games, Mermaid's Quest's the most exciting game we have developed so far," according to **Peggy Hansen**, a regional sales manager for Video King. "The graphics are hypnotic with calm shades of the underwater world.

"The new bonus feature adds an exciting, new level of entertainment allowing players to earn free play or bonus credits. The players just love the anticipation of the bonus rounds.

"The overall feedback we have received has been extremely positive," she reported, from what she saw.

In fact, Mermaid's Quest has been generating waves of enthusiasm from various venues – thus far – from all our "ports" of call.

"Sales are up 25 to 30 percent, on account of these games," said **Chris Isbill**, manager of an Alabama Bingo hall, a former banker, who measures everything from a business angle.

"Primarily, customers seem to be excited about the bonus rounds," he said. "The graphics are better than the other games. Especially the 10-card bonus rounds."

While tell-taling, the figures don't account for it all.



Video King

*Follow this bodacious beauty, a veritable siren of the sea, and choose a shell during the bonus round to discover what your treasure may be.*



Video King

*Ahoy, you may want to roam the decks of a sunken ship to uncover your winnings, found deep beneath the sea. Which chest would you choose: 1, 2 or 3? QuickShot Bonanza can be played on Video King's Champion II and TAB-e portable handsets or PowerTouch, our fixed-based units.*



"I think the graphics are incredible," said **Floyd Olive**, another regional sales manager, who demoed it along with other customers at a show.

"They're awesome, and the bonus features are just what the market is looking for, in my opinion," he said.

Others like the way the game – available on **Video King's Champion II™** and **TAB-e™** portable gaming tablets and **PowerTouch™**, our fixed-base units – could be played.

"I like the option of the 10-cent feature for our pay table because the customers can sit longer. They like to sit, talk and socialize, have a few drinks then hit the game from time to time," said **Jobie Johnson**, one of Video King's field technical support specialists, who installed the game at another hall.

"They can sit anywhere they want," he said, with the tablets. "They have a nice bar. I'm very pleased with it. So are the customers. They love the animation, the free cards and bonus rounds. It's a nice feature," from what he saw.

Others gave it unparalleled reviews.

"It's the most advanced game out there," according to **Kenny Stuart**, who, like many, had the chance to demo it at a show, and plans to install it at his hall.

**Mermaid/See Page 8**

## BRG Site

Continued From Page 4

Founding partner in Creative Gaming Concepts company.

### PromotingBingo.com

PromotingBingo.com is a development of **Garlen Corp.**, located just outside of Seattle in Enumclaw, Wash. Garlen's management team has more than 50 years combined experience in gaming, printing and related industries. Garlen has established a reputation for developing reliable, innovative solutions that help reduce marketing expenses, improve customer loyalty and enable new promotional concepts.

### Jenynne DeNoble

Jenynne DeNoble started working at **BJ's Bingo** back in 1982 as a Bingo caller. Her passion for the job quickly moved her to cashier, shift manager, assistant general manager and to her current position as **general manager** in 2012.

Her management strengths include designing and implementing promotions and motivating employees to provide first-class customer service. In that area she leads by example. The majority of her working day is spent on the floor ensuring that customers are happy with the session.

She holds a bachelor's degree in business management. Her interests include traveling, scuba diving, hiking, snowshoeing and riding her tandem bike with her husband.

### Gary DeNoble

Gary DeNoble has been in the advertising, marketing and printing business since 1983. His printing service and graphic design business, **Print Solution**, was started in 1995.

His first and second clients were both local Bingo halls. **BJ's Bingo**, his second client, is where he met his lovely wife of now more than 13 years. He has been providing graphic design and printing services to the Bingo industry nationwide ever since.

Going a little further back, he received a **master's degree** from the Pennsylvania State University in 1981 after having served four years in the **U.S. Air Force**.

"Jenynne and I make a great team. We both love what we do and love most, doing it together." His interests include traveling, scuba diving, hiking, riding, snowshoeing and riding his tandem bike with his wife. "That's convenient!" he said.

# ‘People Of The River’ Making Monumental Strides ...



GRIC Archive

In addition to their casino enterprises, they’ve developed three industrial parks, home to several local and national companies, including Lone Butte, nationally acclaimed as one of the most successful Indian industrial parks in the nation.

Just some of the peaks reached in their monumental ascent and economic impact.

They are the **Gila River Indian Community**, an alliance of two tribes, the **Akimel O’odham (Pima)** and the **Pee Posh (Maricopa)**, who trace their roots back to pre-historic Indians, who lived and farmed along the Gila River Basin in Arizona’s Sonoran Desert, centuries ago.

Fast-forward to today, the Gila River Indian Community now spans more than 600 square miles and is one of the largest Native American communities in the Phoenix metropolitan area.

Established by Executive Order in 1859, it was formally established by Constitution in 1939.

“In the last few years, with concentrated economic developments that led to a continuing increase of agricultural, industrial, and recreational activities, the **‘People of the River’** significantly moved the community from federal reliance toward greater self-sufficiency,” the Gila River Indian Community has said.

The community, which has developed the Wild Horse Pass Hotel & Casino, Lone Butte Casino and Vee Quiva Hotel & Casino, counts gaming among them.

## Vee Quiva —

Continued From Page 2

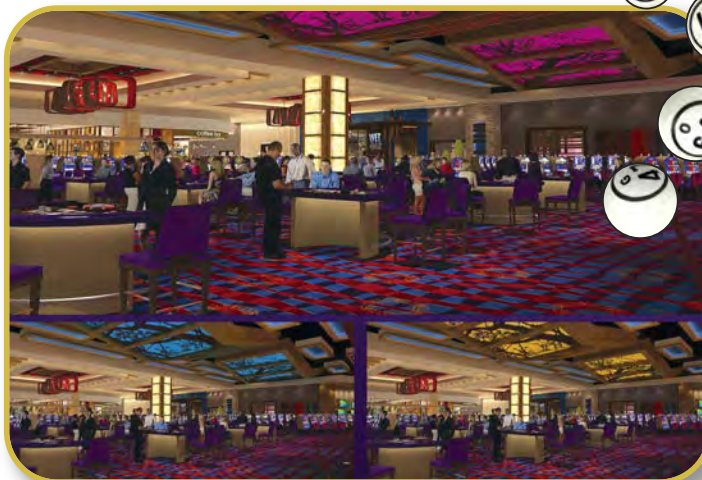


progressive game, featuring their **Herbie Hothead** character and “his” \$1 million jackpot.

Available with the **PowerPlay 500™** Bingo consoles, the removable vinyl wraps can be ordered in either **stock or custom designs**, created by a team of graphic artists, fast becoming a popular way for venues to brand their Bingo.

Although these park lands have existed for years, the Bingo Park concept is new to the gaming industry.

“Bingo Park was the vision of our **CEO John J. James**. He wanted to create something visionary and unique that no other casino in the country has,” she said.



Gila River Casinos

In addition to Bingo Park, featuring wall-to-wall murals of our national parks, the all-new **Vee Quiva Hotel & Casino** offers gaming for every style of player, with more than 950 brand new slots, 36 oversized table games, including **Blackjack** and **Pai Gow**, and a luxurious 16-table poker room.

In addition to the Bingo hall, the 70,000-square-foot casino features more than 950 slot machines, 36 table games, a 16-table poker room, six restaurants,

and the Valley’s newest entertainment venue, **VQ live**, featuring signature martinis, live music and an outdoor patio – with its own “picturesque” view.

A boon to the local economy, the entire Vee Quiva project has created more than 600 new construction jobs, and will provide more than 300 new permanent and part-time jobs, Hudson said.

The property itself was designed by the Friedmutter Group of Las Vegas, an award-winning, internationally recognized architectural firm, which recently completed the Navajo Nation’s Northern Edge Casino, Gun Lake Casino and The Cosmopolitan of Las Vegas.

“It was constructed by the Tutor Perini Building Corp. of Phoenix, an award-winning corporation and general contractor for the Seminole’s Hard Rock Casino, Mohegan Sun Expansion, MGM Grand of Foxwoods and the Cosmopolitan of Las Vegas,” she said, “just to name a few.”

**Bingo, being the bedrock** of modern-day tribal gaming, remains

an integral aspect of their casino complexes today.

“Bingo is an extremely popular entertainment option among the Gila River Casinos

guests,” she said.

“In fact, its popularity has increased with the new and exciting promotions



Gila River Casinos

In addition to a 6,000-square-foot banquet room, the new **Vee Quiva Hotel & Casino** features the Valley’s newest entertainment venue, **VQ Live**, with signature martinis, live music and outdoor patio with picturesque view.

In all, **Gila River Casinos** run three Arizona properties, within the Gila River Indian Community: **Wild Horse Pass Hotel & Casino**, **Lone Butte Casino** and the all-new **Vee Quiva Hotel & Casino**, which will replace the former casino that sits adjacent to the new site.

All three offer a combination of slots, table games, Bingo, poker and/or hotel, and are open 24 hours a day, 365 days a year. For additional information, please call (800) 946-4452 or visit their Web site: [www.WinGilaRiver.com](http://www.WinGilaRiver.com).

The new Vee Quiva, Native American words meaning “**Mountain West**,” was inspired by the designs of Frank Lloyd Wright, famed for his organic style of architect, which created structures in harmony with humanity and the environment, they said.

including **Ditka’s**, founded by legendary Chicago Bears head coach; **Los Reyes de la Torta**, authentic Mexican cuisine, featured on Travel Channel’s **Man vs. Food**; a **Fat Burger**, covered valet parking, gift shop, bus area, four bars and a Premium Players Club Lounge.

More than just a casino, the new property will also include a three-story, 90-room, **luxury boutique hotel**, including pool-side suites, fitness center, more than 6,000 square feet of banquet space,



GRIC Archive

# Victory

Continued From Page 1

so powerful, you can feel it rumble 'neath your feet.

Or, even as you play craps, roulette, your choice of slots, sample that savory pasta bar from the fresh buffet, imbibe those daily drink specials, do a little dancing to some live entertainment or from any number of places

— for that matter — aboard this 1,200-passenger ship ...

Get the picture?

Welcome to high-seas Bingo, known as Bingo anywhere, at least aboard the Victory Casino Cruise Ship.

Pegged as “The Biggest and Best Casino Cruise Ship,” the Victory, located in Cape Canaveral, along central Florida’s sunny east coast, has recently “docked” alongside Video King to provide its passengers with electronic Bingo.

What’s even more appealing to the passengers — given the bounty of gaming options — it is playable virtually anywhere among the four decks.

Launched in July 2011, this nautical-themed, moving marvel has already been rated among **Trip Advisor’s top 10** percent entertainment options nationwide in 2012.

It was also voted among the best **Groupon** deals in Florida in 2011 and 2012, according to “**Promo Pete**” Lynch, casino marketing manager of the ship.

Sailing twice daily, seven days a week, the Victory now offers Bingo daily, in addition to live, high-caliber entertainment and the largest variety of casino action, with the latest slot machines, within the state. (See **‘No Limit’ story, top Page 7** for more amenities.)

Thanks in large part goes to **Jeff McIntosh**, a member of Video King’s Florida “crew,” who went “out to sea,” one might say, to bring this rather unique style of Bingo aboard ship.

Although the balls are called within **Big Norm’s Club V**, located on the fourth level, the entire ship is equipped with various access points, which allow the players to freely roam the decks.

That’s because everything within



Victory Casino Cruises

*The Victory offers Bingo daily – anywhere aboard ship, with the TAB-e, Video King’s portable gaming tablet – in addition to live, high-caliber entertainment and largest variety of casino action, with the latest slots in the state.*



Victory’s Bingo game has been automated, McIntosh explained, who was on hand, to install the new system at their request.

The players, he said, are given **Video King’s TAB-es**, our ultra-light gaming tablets, which send and receive game information from various access points, located throughout the ship.



Victory Casino Cruises

On a lucky streak, and don’t want to walk away from a hot slot or table, which has already afforded you a very nice gift ... Won’t even cause a blip ...

“With the **TAB-es**, the balls are auto-daubed. Players don’t even have to watch the tablets’ screens, the games are auto-verified, the winners are auto-notified, and their wins are auto-credited,” he said.

In addition to Video King’s latest

**QuickShot Bonanza games** – now designed with free cards, bonus rounds and more dynamic animation – the Victory also offers **HorsePower Racing** and pull tabs, to bolster the more traditional games.

In play since March, Bingo is offered daily, with a \$30 buy-in. A minimum of 20 players is needed to play.

**But again, smooth sailing ...**

“Bingo has been very popular,” according to Lynch, who holds a marketing degree and a man you’d want on deck. He has worked in the gaming industry for 15 years, including several casino cruise ships, in most every aspect of operation, from management to technician.

“Especially the cover-all,” he said, referring back to the games. “Anyone who **Bingos 55 numbers or less wins \$1,000**, and can keep playing to 55. If they Bingo again, they win twice. If there’s more than one winner, each gets \$1,000.

**“There’s no splitting the prize.”**

Also popular on board, Video King’s **HorsePower Racing**, Bingo – but it’s played paramutal style.

“It costs \$1 to play. You pick one of 15 numbers (which represent the various horses, which run in a simulated race). The pot determined by the number of people playing.”

Now that Bingo is on the right course, Lynch is looking into adding even more promotions to the ship.

“Eventually, we’d like to hold high-stakes Bingo, with a \$100,000 prize,” he said.

## No Limit To Entertainment Options Aboard Casino Cruise

**W**here’s the only place you can watch the Dolphins – and bet on them, too ... If you guessed the Victory Casino Cruise SportsBook, you win – least according to “**Promo**” **Pete Lynch**, who as casino marketing manager, has plenty of quips about this highly popular, passenger ship.

Hear about their daily drink specials? Been there, drunk that, to borrow a line from their expansive Web site, which covers everything from departure times to entertainment, nearby attractions, hotels, restaurants, shuttles, promos and specials events.

But of course, the sportsbook isn’t the only place you can enjoy the sea-faring ambiance aboard this **pleasure-seeking ship**.

Here’s a preview of what the Victory Casino Cruise offers – just to help you better navigate it ...

Before you set sail, logon to read **Capt. Tim’s** (yes, he’s a real captain) full daily weather forecast, which more accurately applies to the course of travel for this ship.

Located in Port Canaveral, Fla., the Victory cruises twice daily, 7 days a week. (24-hour advance reservations required, and you must be 18 years of age to gamble, 21 years of age to drink alcohol aboard the ship.)

Special group rates and hotel packages are available, and the ship caters to everything from weddings, reunions, anniversaries, company functions and even burials at sea.

The Victory employs 450 people, can hold up to 1,200 passengers and gambling is available on all four decks, with decks one and four reserved for nonsmokers, he said.

In addition to electronic Bingo, gaming options include more than



Victory/See Page 11

Cruise/See Page 11

## Mermaid

Continued From Page 5



"The rest are Plain Jane. The cosmetics are fabulous. Absolutely fabulous. Cute like hell," said the man, who doesn't mince words.

**"They were wowed."**

But the cleverly cast artwork, he said, isn't the only thing that will entice players, from what he recalled.

"With Mermaid, you got not one, but two bonuses, 10 free spins and a bonus round, and you get to watch the graphics," he said. "The graphics show where the coins are collected in a colorful way. It's got a ton of graphics. It's more fun than others, where you just play," he added, once you rate them all.



And at one locale, it's already become the most popular game in the hall. "Ninety percent of the people are playing this game, mainly because of the bonuses, said **Rhonda Higgins**, day-time manager at the hall.

"People are looking for the bonuses. That's how it came to be so popular."

Not only do the graphics get high praise, she added, but also the free rounds.

"When you get 10 free cards, people talk. Everybody gets excited. The whole place lights up," she said, witnessing the wave of excitement flow through the crowd.

**Jeff McIntosh**, general manager for **Bingo Video**, a division of Video King, echoes their response.

"From what I've heard so far, it's the No. 1 game played. I spent all day at the hall. I've had conversations with the customers. They really like the bonus rounds and free spins. I think it's awesome."

So if you ever catch a glimmer of the **Mermaid – with her free cards and bonus rounds** – you'll soon discover you won't have to go to great lengths either to lure in the crowds.

## Proper Maintenance 'Curtails' Problems ...

# Computer Tips Enhance Performance

**'Technically Speaking'**

By Gary Klippenstein

**E**veryone will agree that a vehicle needs regular general maintenance to keep it running in top shape.

You would probably not want to fly with an airline that does not perform regular maintenance and inspections on their aircraft.

Both a car and a plane are machines, and since a computer is just another type of machine, it too requires regular maintenance to keep it performing the same way it did when it was new.

In this article we will briefly go over the top few things that everyone can do to help keep their computer running properly.

■ **Space:** Stand back and give the computer room to work!

■ **Keep It Cool:** Computers can't stand the heat (although sometimes they are in the kitchen!)

■ **Dirt:** Computers are kind of like technological neat freaks; they do not like dust, dirt, cookie crumbs or coffee!

■ **Power:** This would be the "Goldilocks" formula; too much power is not good. Too little power is also not good. Computers need just the right amount of power, or they are not happy.

■ **Help:** There is nothing funny in a crisis, so you need to know when to get help, where to get help, and how to ask for it.

### Give It Space

The location of the computer equipment can potentially have a lot to do with its performance and life expectancy.

So that means that the first rule of preventative computer maintenance is: **"Location, location, location!"**

Think **"outside the box,"** and see where the computer and all the equipment that goes along with it will actually be placed. Is it a high-traffic area with lots of activity, is it going to be hidden under a desk or somewhere else?

Are all of the cables connected to the computer neatly tucked away, or are they

potentially in harm's way? Are there cables that can be accidentally kicked, stepped on (or rolled over by a chair), bumped, snagged and pulled out unexpectedly? If so, these cables should be moved out of the way

and secured as best as they can, this will help prevent any accidental contact.

Accidentally bumping, pulling out, stepping on or rolling over cables can damage them and possibly the computer or other equipment that they are connected to.

### Keep It Cool

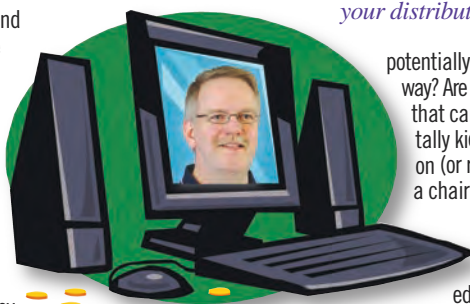
Computers need airflow for cooling and helping to maintain a consistent operating temperature. The warmer a computer gets, the less it will perform at its best. Is the computer near a heating vent or space heater? This may increase the internal temperature of the computer when it is in use. If a computer gets too hot, it can exhibit a wide variety of strange behavior.

At very high temperatures, components inside it may start to fail causing permanent damage. This overheating condition is easily preventable by ensuring that none of the ventilation holes on the computer case are covered or blocked.



Video King

*Proper maintenance for the Video King line of Bingo consoles is essential to ensure peak performance. Each console comes with a manual outlining the maintenance procedures. If you have questions, please call your distributor or Video King's Help Desk at (888) 246-4609.*



Gary Klippenstein • Help Desk Manager

Also that the computer has some air space all the way around it, which will allow for proper airflow and ventilation.

The computer has built-in fans to force airflow, and it is important to make sure that the fans are working, or the computer will not be able to keep itself cool.

If a fan is not spinning when the computer is on, then it is time to have that computer serviced. If the computer has plenty of space and all the fans are working, then all you need to do is

stand back and let the computer cool itself. (They are very smart machines!)

### Rid The Dirt

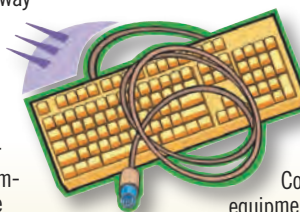
Computer and Bingo equipment like to be clean, they want to be clean, and they need to be clean. Dirty touchscreens will not respond properly when touched, keyboards may miss letters (or give waaay too many if a key sticks). In a Bingo blower, the ball action may be poor if the filter is clogged with dust and dirt.

### Clean Touchscreen

■ Always clean the monitor or touchscreen with the power off, and never clean it while powered on.

■ Use a soft clean cloth, like a microfiber cloth for cleaning glasses.

■ Never spray cleaner directly onto a monitor screen.





# River People –

*Continued From Page 6*

In fact, the money generated from Bingo and other types of gaming are earmarked for certain projects that benefit all people within the state.

“A certain percentage of profits from all gaming facilitates in the state of Arizona go toward supporting public services such as roads, hospitals and public safety,” they said.

Currently, there are more than 20,000 members, best known historically for basket weaving, pottery, farming and irrigation.

Although they have a long and storied history, here is why they became known as the “River People.”

Since before the arrival of the **Bearded Ones (the Spanish)**, the waters of the Gila River had provided for these Native Americans, according to historical accounts, posted on the GRIC Web site.

**Once their lifeblood**, the Gila River is a 649-mile tributary of the Colorado River, which flows through Arizona and New Mexico.

“At one time, 500 miles of large canals, on average 10 feet deep and 30 feet wide, linked to smaller ditches watering thousands of acres of farmland, transforming the desert into gardens,” the site said.

Beans, corn, barley, wheat and various other crops flourished. Their coordinated efforts – much like moving mountains in a sense – did not go unnoticed.



GRIC Archive

*A history of the Gila River Indian Community, once known as the People of the River, can be found at [www.gilariver.org](http://www.gilariver.org), along with the tremendous progress they have made.*

“The Spanish found these people diverting the waters of the Gila into canals they had constructed, with the aid of only wood and stone tools, which extended for miles and miles.

“Their **engineering ability** was amazing to these new arrivals. From the larger canals they had head gates to divert waters to the actual field of crops.

“It was a combined effort with each



Gila River Casinos

*The new Vee Quiva, Native American meaning “Mountain West,” was inspired by designs of Frank Lloyd Wright, famed for his organic style of architect, creating structures in harmony with humanity and the environment.*

# Vee Quiva –

*Continued From Page 6*

being added to appeal to a wide variety of guests – for both young and young at heart,” she added. Which is why, again, the GRC settled for nothing but the best for their new Bingo room – with its “**spectacular**” view.

“Video King’s desks were chosen based on the solid reputation the company has built in the Bingo

industry,” Hudson said.

“The choice to select this product was based upon quality, service and the breadth and depth of products offered,” she added.

To learn more about how Video King can help enhance your Bingo venue, please contact us at (800) 635-9912 or (402) 951-2970 or [marketing@vkge.com](mailto:marketing@vkge.com). And, if you’d like to see more samples of our stock and custom wraps, just visit our Web site: [VideoKingNetwork.com](http://VideoKingNetwork.com) – for an even better view!

village responsible for the maintenance of the canal system to their fields and village. Field houses were often put up near the fields but home was in the main village,” they said.

Not only did they have to adapt to their environment, but other challenges within the progression of time.

The world was moving westward, **gold was discovered**, the land rush was on, over much what was once tribal land.

“There came a time in the 1800s when the people, who were so generous with their crops to the people crossing their lands to California, began to see changes in the river flow.

“A good number of the settlers stayed in the upper Gila River Valley and began to use the waters, which affected the flow downstream.

Due to their diversion upstream the

waters finally stopped flowing in the lower valley where the O’odhom and Pee Posh lived.

“This major event forced some of the people to migrate to the Salt River Valley only to suffer the same fate, the eventual loss of water,” accounts said.

Despite many adversities over the years, the people persevered and are still tied to the river.

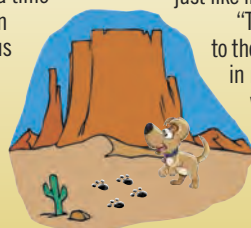
Today the people who now reside within the GRIC reservation, the Pima and Maricopa, are planning **an irrigation project of monumental proportions.**

“The plans are to establish an irrigation system to deliver water to 146,300 acres ... It will again take the effort of all the people to make major decisions, just like in the old days.

“There will be impacts to the community members in many ways, and they will all have to be addressed.

It will take years to complete, but in the end the community members will once again

**hear the sweet music of rushing water,”** they said.



# Computer —

*Continued From Page 8*

- Spray the cloth with water or with a very mild glass cleaner. The cloth only needs to be slightly damp, it does not need to be dripping wet.
- Lightly wipe the monitor in full length motions either top to bottom or side to side, avoid excessive pressure or rubbing in a circle over one spot.

## Clean Keyboard

- Make sure the computer is off, and it would be best to do this with the keyboard unplugged from the computer just to be safe.
- Hold keyboard upside down and shake to remove loose debris.
- Use a can of compressed air to blow out any remaining dust or debris. These cans of compressed air can be purchased at most retailers that sell computer-related products.

## Console Maintenance

- Proper maintenance for the Video King family of Bingo consoles is essential so you will get **years of “like new” performance.**
- Each console would have come with a manual outlining the different maintenance procedure. This manual would also outline when regular maintenance should be performed for things like replacing the filter or servicing the blower motor.

If you have questions on the best way to clean your Video King equipment or service the Bingo console, you can always ask your distributor or contact the **Video King Help Desk.**

## Power Usage

Is the computer on the same electrical circuit as other power-hungry equipment, such as a portable space heater, fan, microwave, fridge, etc.?

If so, when the other power-hungry devices are in use, this may cause fluctuations in the power being supplied to the computer. These power fluctuations can cause damage to a computer, as well as strange or intermittent behavior.

When shutting down your computer(s), it is important to do it properly and not just kill the power to it from a power bar.

Yes, this does shut the computer off, but it would not be considered the proper method.

# Computer

Continued From Page 9

Think of powering off your computer like parking a car; if you want to stop your car and get out, you would not just put the car in park when you are still driving 20 mph.

The car will stop, and there is a chance that there will be no damage, but the more often it happens, the more likely it is that there will be some damage.

A computer is much like a car in this way, if it is not properly shut down, there is a risk of damage (specifically the files may become corrupted).

This “corruption” can cause a computer to no longer start up into the Windows® operating system or even data loss.

If the location where you are using computer equipment is known for having intermittent power problems or fluctuating power levels, then there are a few things that can be done to help:

- Don't overload an electrical circuit. No matter how many physical plugs or switches are on a single circuit, that circuit can only supply the same amount of power.

- If there are too many devices, the circuit breaker will pop and all power will be lost.
- Space heaters, coffee makers, toaster (or microwave) ovens and laser printers all consume a lot of power. These should be separated from the computer equipment as much as possible.

- Use good quality surge protector power bars. Not all power bars are created equal. Read the label when purchasing these, as the very inexpensive ones will provide no surge protection at all.

- For even better protection for computer equipment, use a UPS (Uninterruptible Power Supply). In some cases these may look like regular power bars, but these have an advantage.

Inside is a battery that is constantly charging so in the event of a loss of power, the battery will kick in and keep the computer equipment running long enough to be properly shut down without risking data loss or corruption.

## Help Desk

If and when the need does arise where you require assistance with your Video King equipment, we are always here to help.



www.BingoResourceGuide.com

The image shows three examples of the TriplePlay Bingo Display. Each example consists of three screens:

- Screen 1 (Left):** Prize amount (\$50), Calls (0), and Last Ball (blank).
- Screen 2 (Middle):** A 7x7 bingo board with some numbers called (blue squares).
- Screen 3 (Right):** A 7x7 bingo board with numbers 1-75.

The second example shows a prize of \$50, 35 calls, and last ball B 9. The bingo board has numbers 18, 19, 20, 21, 22, 33, 34, 35, 36, 37, 42, 43, 44, 45, 50, 51, 52, 62, 63, 64, 65, 66, 67, 70, 71, 72, 73, 74, 75 called.

The third example shows a prize of \$50, 35 calls, and last ball B 9. The bingo board has numbers 18, 19, 20, 21, 22, 33, 34, 35, 36, 37, 42, 43, 44, 45, 50, 51, 52, 62, 63, 64, 65, 66, 67, 70, 71, 72, 73, 74, 75 called.

Video King's TriplePlay Bingo Display, among the industry's most innovative products, splits the electronic flashboard across three TV screens, "Super-Sizing" the game display. It is among items featured in the new products section on the Bingo Resource Guide Web site. The new site has been designed to strengthen the industry and provide information and a forum for the exchange of ideas, created by leading experts in the field.

# Guide

Continued From Page 3

Its creation was simply a case of necessity being the mother of invention.

"I have consistently utilized the Web site, Promoting Bingo for Bingo ideas and information since 2007. But other than Promoting Bingo, I just wasn't finding what I was looking for at the level I wanted," said Bock, widely known in the industry for his vast collection of games, in his never-ending quest to improve Bingo.

"I've watched Bingo go from cards and chips to paper and electronics. I've been there from the beginning. Bingo is strong, but not as strong as it used to be," he said.

A Bingo manager, he has worked in all aspects of the Bingo industry, including tribal, military and charitable, witnessing its evolution over the years.

"I understand and appreciate the complexities of each, and for the distributors and manufacturers. The site would add a lot of value to everybody in the industry," he said.

**And here's reason enough to give the site a "test drive" ...**

"Managers strive to make their game better and do everything possible to accomplish that goal. We spend hours creating new promotions and searching out ideas from any source available.

"The reason is simple — one good idea can make a big difference to the bottom line," he said.

So, if you're wondering how to get tried and true ways to generate additional

revenue for your hall, you're a new manager and need help getting started, or just plum out of promotional ideas, the Bingo Resource Guide Web site, pumped full of new ideas, much like an information super highway, can be a great vehicle.

**Just ask "Clyde" ...**

The combined sites include a virtual treasure trove of free and fee-based articles, plus promotional items, offering a wide variety of clip art, calendars, coupon books, greeting cards and Bingo cartoons, he said.

Arranged in an easy-to-navigate format, their extensive collection of Bingo ideas and management information is just a "click away," he added.

Other features include new products and the latest in technology, with links to the associated manufacturers.

Among them, Video King's new **TriplePlay™ Bingo Display (above)**, which can split the electronic flashboard across 3 TV screens and "**Super-Size™ the game.** And they more than back their research:

- Articles provided are written by experienced Bingo professionals, including hall managers, consultants, manufacturers and distributors. In fact, Bock is forming a **national advisory review board**, representing highly respected charitable, military and tribal organizations, which run successful Bingos, to approve the site's material before it is posted, he said.

- Concepts cover a wide range of topics that a hall manager can use and are written in an easy-to-read style with new topics added every month.

- All promotions are based on proven and successful programs used in Bingo halls throughout North America.

- For the "fee-based" articles, satisfaction is guaranteed or simply return article for a free replacement of another topic.

- Cost is less than \$20 per topic, with 20 percent distributor discount included. **(Readers May Use Promo Code: VKGE.)**

But there's even more in their wheelhouse. Some of the Web site's more novel features — **offered free of charge** — include:

- **Shop Talk:** Intended to provide practical and useful information and ideas provided by, and being shared by, managers.

"This information consists of the unique, proven and aggressively protected tips and tricks that managers have found, from experience, improves their game," he said.

- **Idea Exchange:** Geared specifically toward managers.

"One of the things I have enjoyed most in my 35-year Bingo career is exchanging ideas with other managers from around the country. These chats have saved me from learning a lot of things the hard way and saved my organization a great deal of time and money. Even now, I still gather and use ideas collected from other managers.

"As a result, I have a library of ideas and very practical tips and tricks that could also help save you time and money. If you are interested in exchanging ideas, e-mail me to arrange a one-on-one phone conversation, and let's improve both of our games," he said.

As the charitable sector well knows,

# Victory

Continued From Page 7

But before the Victory had even bought into Bingo, they did their share of “field” research, traveling to various casinos and industry tradeshows to net the best Intel.

“One GM had always been a Bingo person. There was nothing really around here, so we checked out another major property, that was using Video King’s equipment,” for instance, he said.

After meeting with company reps, they were pleased by the direction we could take them, the scope of our technology, the ideas we floated by them, granting Video King’s electronic gaming systems permission, McIntosh said, to board ship.



Victory Casino Cruises

To learn more about Victory Casino Cruises, an award-winning ship, log on to their Web site: [victorycasinocruises.com](http://victorycasinocruises.com). It covers everything from departures to entertainment, nearby attractions, hotels, restaurants, shuttles, promos and special events.

Bingo hall equipment. Reaching a global market, Video King’s entertainment systems can be found aboard luxury cruise liners, throughout Indian Country and in thousands of charitable, commercial and military establishments around the world.

To preview our entire product line, please visit our Web site: [VideoKingNetwork.com](http://VideoKingNetwork.com), and be sure to follow us on Facebook for more updates and promos!

**Ahoy there ...** If you’re ready to join the ranks and learn how Video King can implement or even enhance your Bingo operation, please contact us at (800) 635-9912 or (402) 951-2970.

Video King is among the world’s largest providers of electronic gaming systems, game designs, digital signage and

# Guide

Continued From Page 10

**Bingo has untold benefits beyond the game** helping raise funds for countless causes and philanthropic endeavors, including community betterment, youth-oriented and educational programs.

In fact Bingo actually helped Bock, a resident of Washington state, pay for his own four children’s education.

**“I’ve been in Bingo since 1974.** My kids were raised in Catholic school. Bingo was legalized in 1973. The schools offered if you would do Bingo (to fund raise) for the school, you’d receive tuition credit,” he said.

And was his in-road to the time-honored game. Not only did he really enjoy the experience, he also used it to raise money for the **Big Brothers Big Sisters** chapter he founded – matching children to adult mentors – ultimately making Bingo his full-time career.

**So far, it has been a smooth ride ...**

Since the launch the site has seen a significant bump in readership, with requests for promotional ideas their top seller 2 to 1, followed by manager information, he said, pleased by the initial response.

Among them, **Tim Stuart**, president /CEO of Video King, who praises their joint efforts to strengthen the Bingo industry.

“Considering their longevity and expertise I can’t think of a better team to take on such a valuable endeavor,” said Stuart who has known the key players for a good number of years.

“Their new site is an excellent tool to exchange ideas, gather information, offer solu-

tions and learn about the latest technology the market has to offer, giving Bingo businesses that extra edge,” he said.

Now that the site is up and running, recruiting new writing talent from among the industry leaders is among Bock’s top priorities.

**“The site offers the opportunity for fee-based and free article contributions.**

“The immediate goal is to provide games as much practical information as possible to assist in slowing, and eventually reversing, the downward trend of Bingo in the U.S. and Canada,” he said.

Trying to drive the point home, he stresses the importance.

**“Sharing our proven successful ideas benefits everyone in the industry.**

“The BRG is just one tool that we can use to help all games become more successful.

“We are encouraging industry leaders to embrace this tool and contribute their ideas to the effort in all of the Web site’s categories,” he said.

But that’s not where this road, so to speak, ends. He’s already looking at new avenues to explore.

The consummate promoter – who’s truly in it for virtually everyone to win it – Bock is still brimming with ideas.

Future plans, he said, include webinars, either paid or sponsored by an organization, and a chat line, giving people, one-on-one direct access.

So if necessity is the mother of invention, Bock could truly be called her son.

For more information, please visit their Web site: [www.BingoResourceGuide.com](http://www.BingoResourceGuide.com) or e-mail Bock: [Clyde4bingo@comcast.net](mailto:Clyde4bingo@comcast.net).

# Computer

Continued From Page 10

When contacting the Help Desk, the more detailed information you can provide on exactly what you are experiencing, the faster the Help Desk will be able to assist.

**Video King’s Help Desk can be contacted in a couple of ways:**

■ **By phone:** (888) 246-4609.

(This is the best way, if you require immediate assistance.)

■ **By e-mail:** [PBKHelpDesk@vkge.com](mailto:PBKHelpDesk@vkge.com).

(Use this for general questions, requests for future programming assistance, documentation requests, etc.)

All e-mails received will be responded to during business hours by the Help Desk, as quickly as they can.

Video King also has a **“self-help” forum**, where you can find product documentation and manuals, answers to many general questions, or if you can’t find the answers to your questions on the forum, please post your question, and we will respond to you with an answer.

**The Video King Forum can be found at:** <http://forums.vkge.com/>

So remember that to keep your Video King Equipment running like a **“Champ,”** stand back, keep it cool and clean, feed it good power, and last but certainly not least, the Video King Help Desk is never more than a call, e-mail or **mouse click away!**



# Cruise

Continued From Page 7

600 slot machines, including the latest titles, ranging from a penny to \$25 to please every level of “sailer.”

Table game options include Let It Ride, blackjack, Ultimate Texas Hold ‘em, EZ Bac, and 3-card poker. Victory also offers Craps with 5X odds and roulette, which are found nowhere else in Florida, he said.

**The SportsBook**, with rows of flat-screen TVs, features all your favorite games. The bar is lined with video poker machines, a full bar with daily specialty drinks, and for the “insider’s edge,” its **own sportsbook radio program.**



Victory Casino Cruises

Dining options include the **Atlantic Cafe**, with a vast selection from down-home cooking to flavors from around the world, featuring fresh seafood, pastas, meats and salads.

A la carte items and classic **V Burgers** are available in the sportsbook – for lighter fare.

Entertainment venues include **Big Norm’s Club V**, (posted on Facebook) featuring DJs, dancing, live entertainment, ranging from well-known country acts to doo-wop, blues and rock ‘n roll, and **the Coral Sky**, the dockside tiki bar, where you may see dolphins and manatees playing, (nature’s own variety show.)

Current specials run the gamut from a **Diva Legends** show to daily drink specials, \$25,000 slot and \$10,000 blackjack and craps tournaments, 2-4-1 meals for seniors, 3x point slots, Bingo packages, as well as a western extravaganza show.

But make sure you sign up for a **free Victory Card**, to redeem your points and be eligible and privy to those exclusive offers and promos. And to get your sea legs ready, try your hand at their **Double Down Casino, a free-play site** – just to whet your whistle.

For further information, call 855-GO-VICTORY (855-468-4286) or log on to their Web site: [www.victorycasinocruises.com](http://www.victorycasinocruises.com).

# Company Contacts

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## Potion ——— Continued From Page 1

For those unfamiliar, **QuickShot Bonanza** is merely a Class II, credit-based game, available in a variety of themes, played with 24 pre-called numbers and scalable paytable that changes, based on a player's wagers. Playable on the **Champion II™** and **TAB-e™** portable gaming tablets and **PowerTouch™**, our fixed-based unit, this one's based on another ancient, worldly dimension.

■ **Describe the concept:** Potion Commotion builds on the success of the bonus round and free play we introduced in Mermaid's Quest by adding selectable characters. There are five wizard apprentices to choose from, who accompany you on your way. We're very excited about this as it lets each player discover and use their favorite apprentice.

■ **What was the inspiration:** We're always looking for something which will resonate with as much of our audience as possible. The fantasy theme is loved by many, and it's really expanded into pop culture lately in movies, TV and books.

(P.S. I think a number of people in our office would proudly tell you that they also loved fantasy before it was cool!)

■ **What makes it different:** This is our first game to let you choose which character appears onscreen.

As far as I know that is also a first in the Bingo industry, and I'm very excited about that. It's our second game (after Mermaid's Quest) to include a bonus round and free play.

■ **Describe the animation:**

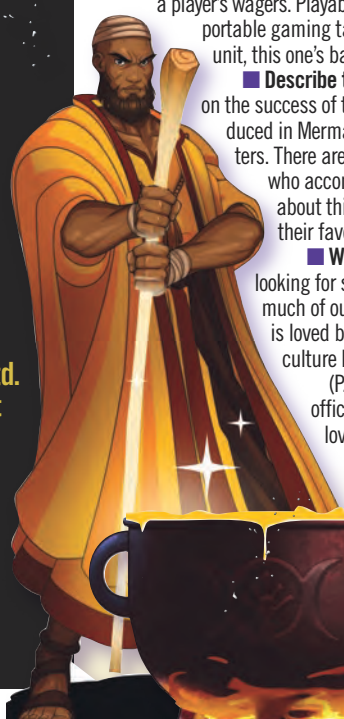
In some of our previous games, we played a fun little cartoon on your cards when you win.

In Potion Commotion, we've gone an exciting new direction: Your chosen apprentice is constantly moving during the main play screen, and when you win, they conjure up a variety of magical dabs and hurl them through the air onto your winning card! It's a really fun effect – personally I find it almost hypnotic – and I can't wait to see each winning card because the flight of the dabs as they sail through the air is different and beautiful every time.

■ **What's the bonus feature:** The player and their apprentice are brewing a magic potion in a cauldron. The player chooses magical ingredients to add to the cauldron. The apprentice enchants the potion, casts a spell, and a treasure explodes out of the cauldron.

■ **Describe the free cards round:** It portrays a wizard struggling with a dragon for control of a golden treasure hoard. If the dragon is slain, the player gets the "gold."

■ **Does it have sound:** We worked with talented musicians to develop customized, thematic songs and sound effects for the game.



*In Potion Commotion, the new free cards round portrays a wizard struggling with a dragon for control of a treasure hoard. If the dragon is slain, the player gets the gold!*

■ **Is wizardry a popular theme:** Yes, fantasy is everywhere in pop culture these days. But I also think this game will be fun for people who don't typically enjoy the theme, as there is a lot of interesting activity compared to other Bingo games on the market.

■ **What is your favorite part:** Wow, it's very hard for me to choose between offering a choice of five fantastic characters, or the way your chosen apprentice throws magical dabs through the air onto your winning cards. If I really have to pick just one, I'll go with the choice of characters. I'm very passionate about trying to give as many of our players as possible a character they can personally identify with. It also adds so much variety to the game. Now that we've blazed this trail, I think you'll see more products in the future go this route as well.

■ **Initial feedback:** I can tell you that the feedback from within the Video King family has all been very positive. I can't wait to get it in front of our players, and I sure hope they have as much fun with it as we have!

■ **Is it easy to learn:** Yes – just select some cards and press play! Or, in the words of one wizard ... Instant Presto. Select A Wizard. Play Post Haste. **Then Like Magic, Conjure Up Some Cash!**