

ALL GAMING



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# Casino

## JOURNAL

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### The

# SUPPLY SIDE

Vendors take center stage in our annual **Buyers Guide** and **Companies to Watch** features

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# Product Focus

## Personalized booking engine

### » SK+G

The Interactive Division of SK+G, a full-service advertising, public relations and marketing agency based in Las Vegas, has developed and implemented a digital platform Web site for L'Auberge du Lac Casino Resort in Louisiana with a completely personalized booking engine that integrates the full hotel hospitality experience—golf, spa and dining—all in one trip planner dashboard.

Highlights of the new site's capabilities include: Dynamic and relevant content that further personalizes the experience and transparently tailors the site to the particular user's interests; a layered textural and sophisticated graphic design; affinity content that is truly useful to the user in "the insider" section of the site; the ability to share site information socially as well as flag it to your saved items in the trip planner dashboard; and a truly useful loyalty card section that allows you to see points and check-in with what personalized available offers are there for you depending on your card level type.



SK+G's Interactive division is currently developing innovative digital environments for CityCenter, MGM Resorts International, The Agassi Foundation, Galaxy Macau, The Grand Del Mar and Pinnacle Entertainment.

For more information, visit [www.skgadvertising.com](http://www.skgadvertising.com).

## SouthPointPoker.com

### » SOUTH POINT HOTEL, CASINO & SPA

Michael Gaughan, owner of the South Point Hotel, Casino & Spa in Las Vegas, has unveiled SouthPointPoker.com, the first free play site approved for a Nevada

## PROFILE: NAV IMPLEMENTS DIGITAL SURVEILLANCE TECHNOLOGY AT COMMERCE CASINO

North American Video (NAV) has upgraded the video surveillance recording system at Los Angeles-based Commerce Casino from VHS format to a digital system that encompasses the casino's point-of-sale (POS) transactions. The new integrated system provides casino management with increased search functionality, enabling quicker and more proactive response to incidents.

"Everything about the new digital recording system is easier and more efficient as compared to the previous analog system," said Jim Kasko, director of surveillance at Commerce Casino. "NAV really understood our needs because the new system is a game changer in helping us tackle the specific security and surveillance issues in a gaming facility of this kind."

Building on a decade-long relationship, NAV personnel worked together with Billy Dunn, Commerce Casino's assistant director of surveillance, to develop a system that would fulfill the Casino's technical requirements as well as meet budget guidelines. The new system includes an American Dynamics 1,100-channel Intellex Digital Video Management System and an expansion of the Casino's existing American Dynamics switch. NAV also designed the system to accommodate integration of the casino's POS software with the digital video recording system for added fraud deterrence.

"This project underscores the importance of strong customer relationships," said Jason Oakley, CEO of North American Video. "Commerce Casino is a longtime NAV customer and so when the time came to upgrade to digital technology, our team understood their technical and business requirements and we were able to provide a cost-effective migration path to a digital system."

The Commerce Casino, with 243 tables, is one of the world's largest card rooms. It offers all forms of poker, blackjack, baccarat and Asian-style games such as pai gow, poker and super nine. **For more information, visit [www.navcctv.com](http://www.navcctv.com).**



regulated casino in the United States. The legal and free poker site has been available to South Point Hotel's Club members since September and was introduced to the state residents in October.

"SouthPointPoker.com proves Nevada is at the forefront of the regulated gaming market. It's a great accomplishment and honor to offer the first online poker room branded by a Nevada-licensed, land-based casino property," said Gaughan, who made news earlier this year when he became the first Las Vegas casino operator to come out publicly in support of online gaming. "Much like the overall quality we deliver at South Point, SouthPointPoker.com will offer our

online players a top-notch experience, big action and the best in customer service."

Hosted on a Zen Entertainment platform, SouthPointPoker.com will offer a \$10,000 Main Event seat every week with daily qualifying tournaments; up to an additional \$100,000 in cash and prizes each month; and daily tie-in promotions allowing players to win online.

For more information, visit [www.SouthPointCasino.com](http://www.SouthPointCasino.com).

Have your new products featured in **PRODUCT FOCUS** by sending information and descriptions with high-resolution photos/artwork to: Paul Doocey, Editor, Casino Journal, at [dooceyp@bnpmmedia.com](mailto:dooceyp@bnpmmedia.com).