

## Oasis Gaming System Requires New Gaming Cards And Provides New Services

■ "Ticket In, Ticket Out" works on all 1,500 machines.

By Ron Karten

In February the Spirit Mountain Casino launched the Oasis gaming system for slot machine play. Players will trade in their old cards for new ones at the Coyote Club desk, and in turn will receive personalized service for every player.

The new cards provide updated point totals, prize and award-level notification along with ongoing promotional news.

With the upgrade to machines comes another part of the new look: colorful interactive touchpad screens that enable Coyote Club members to access their personal information.

Club Members have long sought the convenient "Ticket In, Ticket Out" capabilities that allow club members to avoid having to cash out every time they change machines. The new "Ticket In, Ticket Out" feature allows club members to go from machine to machine with the card keeping track of spending and payouts.

At the end of March, the casino was expecting to have kiosks, like ATM machines, up all over the casino floor to allow customers to cash out using the new cards at any time.

Soon, the casino expects club members to be able to use the cards like debit cards at casino gift shops and restaurants.

The new cards feature an image of a howling coyote on a smoky purple and orange background. Like ATM cards, customers will

need to provide a secret pin number to access the cards' capabilities.

At the same time, because these features are available, customers will ensure that they are earning points for play.

All these changes come at a time when the Cowlitz Tribe is in the process of seeking approval for a casino and destination resort in La Center, Washington, 25 miles north of Portland, and the Warm Springs Tribe is seeking approval for a casino at Cascade Locks in the Gorge, 40 miles east of Portland. Each will compete for Spirit Mountain's Portland metro customers. The Spirit Mountain Casino is 60 miles southwest of Portland.

"With formidable competition on the immediate horizon," said Tribal member and casino General Manager Randy Dugger in the March issue of *Coyote Tracks*, our current position as the No. 1 gaming destination in Oregon will become tenuous unless we anticipate and meet the need to change and improve. Additionally, we must adapt to a radically shifting industry landscape by providing a fresh, edgy and attractive environment." ■



Photo by Toby McClary

**New Technology in Place** — The new "Ticket In Ticket Out" program for the casino's 1,500 machines, photo above, allows players to cash out whenever they want instead of whenever they change machines. The program also provides updated point totals, prize and award-level notifications and ongoing promotional news.

## New Construction At Casino Leads To More "Colorful" Payouts

■ The "Rapid Riches" slots area set aside for 100 jackpots every day on 77 penny and two-cent machines.

By Ron Karten

Along with the changes at the slot machines, the casino is busy on a number of other fronts to stay ahead of the competition.

One of those is slated to open on April 1. The new "Rapid Riches" slot area, parked in the old Off-Track Betting area, offers 77 penny and two-cent machines patterned after the "Money Factory" slots.

The casino set aside this room where all 77 machines are linked together to play for a mystery jackpot that will hit a single machine for the win. "We call it a mystery jackpot because nobody knows when it's going to go off," said casino

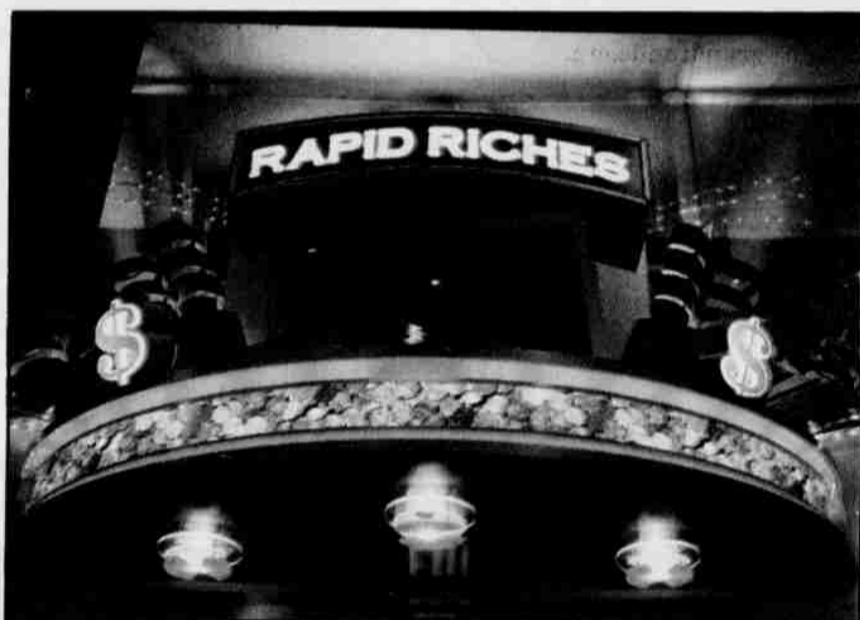
General Manager Randy Dugger.

"Like any wide area progression, it sets money aside and pays that out over time," said Dugger. "You can win anywhere from \$5 to several thousand dollars. You just don't know when it's going to go off."

"Rapid Riches" will be decorated with a large colorful carousel, confetti on the floor and brightly colored walls with confetti designs higher up.

More to the point, however, "Rapid Riches" also will be the casino's new "high-yield" slot jackpot room, promising as many as 100 jackpots a day at three different levels.

Kent, Washington-based New Image did the design. ■



**Cool Colors** — The new "Rapid Riches" room in the old Off-Track Betting area at the casino, photos at right, promises great returns for small investments. The one- and two-penny machines here are "tied" together for wide area progression payouts. The machines set money aside and pay it out over time. For players, that means one machine in the room becomes a jackpot based on the amount bet in all the machines. And it should happen some hundred times a day.



Photos by Toby McClary