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PROFILE

“The UK player base is still broadening out and I see little chance of that abating. What we’re seeing is even more player-to-player interfacing, more social networking and more growth in the soft end of the market, especially bingo.”



Cyberslotz, the online business of AGC market leaders Talarius, celebrates six years in existence this September. Profile spoke to Cyberslotz MD **Brian Morgan** to discover a company branching out both here in the UK and abroad...

slotz. Cyberslotz MD Brian Morgan told Profile: “Our vision back in 2001 was to create a joined-up Talarius gaming experience. It was our view that the customer who visited Quicksilver should be able leave one of our venues and continue playing the same game at home. Most computers had dial-up connections in 2001, not the broadband so commonplace today. However, the internet boom was around the corner and we felt we wanted to have that model in place. Today, our vision is becoming a reality.”

Another inevitable reality is July 1’s smoking ban. While the rest of the industry has spent the last year tearing out its hair, Cyberslotz are happy to give tobacco a parting shot.

Morgan continued: “Without doubt we’ll be one

of the companies to benefit from the smoking ban, and the reasons are obvious - the ability to smoke whilst gambling is important to some people and in the future they will only be able to do that in their own home. However, we won’t be pinning our business model solely on the cessation of smoking. Our experience in Scotland has taught us that there will be a number of new online players migrating from Quicksilver and even more from bingo clubs. However, the impact of the smoking ban is easy to overplay; after the first few months of non-smoking north of the border, much of our business returned to a constant level.”

What isn’t so easy to overplay is the impact Cyberslotz’ ‘white labels’ have had on the online marketplace. The ability to create gaming web-

sites liveried with their clients’ logos and using Cyberslotz impressive software is clearly appealing. At present, Cyberslotz have over 20 white label sites for, amongst others, bingo specialists Shipleys, and bookmakers Sean Graham.

Cyberslotz is a pan-European proposition. While the company’s HQ remains firmly rooted in Milton Keynes, the company has a software house 100 miles west of Romania’s capital Bucharest. Across Serbia, Montenegro and the Adriatic, Cyberslotz are about to re-house some of its operation in Malta, where an application for a remote gaming licence is pending. This European licence would allow Cyberslotz to advertise across EU territories.

That’s not to say that the UK won’t remain central to

Cyberslotz’ fortunes, as Morgan concluded: “The UK player base is still broadening out and I think there’s little chance of that abating. What we’re seeing is even more player-to-player interfacing, more social networking and more growth in the soft end of the market, especially bingo.” And on that line...

FactFile: Cyberslotz

- Online Gaming
- Slots, casino, bingo
- Opened for Business in Sept 2001
- MD Brian Morgan
- UK HQ - Milton Keynes
- www.cyberslotz.co.uk
- Bases Romania and soon to be Malta
- Successful white labels

WORLD WIDE APPEAL

BY PAUL REANEY

Talarius have become the all-conquering heroes of the inland gaming scene, growing a handful of Quick-

silver sites into 200+ venues. The company’s ability to think ahead, to determine and predict trends has proved key to Quicksilver’s growth and it is an approach that underscores Talarius’ online incarnation, Cyber-

Get comfortable

COMFORT CABINET
Concept Games

The Comfort Cabinet was designed to offer arcade operators’ lower spend machine players a more pleasurable experience and enable them to stay on site for longer. Concept trialed the product in their own AGCs and saw a significant increase in cashbox takings after it was installed. The total Comfort package comes with gaming compliance and new twin Suzo hoppers, which pay a 50p win in 10p coins to improve the game. It also features new cashflow coin mechs, specially structured software that gives new stakes and prizes and better 10p and 20p versions and a bespoke fitted swivel seat for total player comfort.



Second’s out

ROCKY RIO
Barcrest Games

Following the success of the Rocky Balboa film, Barcrest Games has introduced a new contender with its latest Rocky game. An Xs and Os game with three reels and one pay line, Rocky features a ‘Boxing Ring’ bonus game to add an extra dimension to the game play. A lo-tech game designed for bingo clubs and arcades, Rocky features a £35 jackpot and a player-selectable 30p/50p dual stake option. The game is housed in the Rio Cabinet and includes a topbox as standard and an optional illuminated cashbox door. Barcrest’s Nik Novak explained: “Players have really taken to the Rocky brand, which has given our games extra ‘walk-up’ factor. This model is perfect for bingo and arcade operators looking to refresh their range of Category C machines and attract new players.”



newproducts

Spidey-sense

SPIDERMAN
Electrocoin

Electrocoin has launched Spiderman, the latest Pinball machine from Stern. Another strong licence that is certain to have player appeal, the game offers impressive features including: Doc Ock’s magnet, that simulates a ‘Fusion Malfunction’ by holding the ball; Green Goblin hovering on his glider above Pumpkin Bomb targets; Venom’s ramp, that quickly feeds the ball back to the left flipper; Sandman’s whirlwind of targets and a motor three-bank at the centre of the playfield; and a whole lot of multi-ball action. Electrocoin’s Kevin Weir commented: “Advance interest in this game has been amazing. Pinball is certainly resurgent at the moment and strong licences such as Spiderman will ensure its continued growth.”



Strolling to success

DEAL OR NO DEAL THE WALK OF WEALTH
Bell-Fruit Games

Bell-Fruit Games believes the success story of its Deal Or No Deal brand is set to continue, with the latest version currently proving it has the winning formula. Deal Or No Deal The Walk of Wealth has already achieved full approvals - having returned what the firm said were excellent test figures - and is now filling the order books fast ahead of its imminent launch date. A winning combination of authentic Deal Or No Deal features and new game elements, The Walk of Wealth includes a special bonus game for 50p stake players.

