

EPICENTRAL[®]

by TRANSACT[®]



4.0

THE FASTER, SIMPLER AND **SMARTER PROMOTIONAL COUPONING SYSTEM**

Epicentral[®] 4.0 is TransAct's next-generation promotional bonusing software suite- the only one in the industry that can target customers in real-time with unique, custom-designed coupons while they play. Epicentral extends time-on-device, increases player spend and generates increased customer loyalty- all leading to more revenue and profits for your casino.



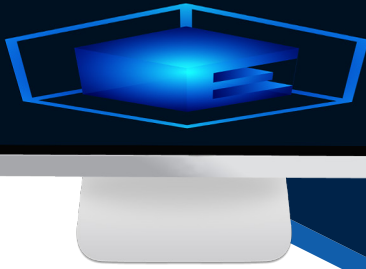
EPICENTRAL[®]

AN UNMATCHED SET OF PROMOTIONAL CAPABILITIES

Epicentral[®] 4.0 is more powerful, more flexible and easier to use than ever. Here's a list of just some of what you can do with Epicentral 4.0.

FEATURES

- Run multiple promotions, at the same time, across an entire slot floor
- Create a game within a game
- Create and refine promotions quickly and easily
- Generate a wide variety of reports to compare and measure different promotions
- Promote to different levels of carded players, as well as to un-carded
- Reach un-carded players
- Redeem, print or reprint promotional coupons at multiple locations, at any time
- Manage player comps (examples include drink comps)
- Excite players with real-time random rewards
- Reward players based on their individual behaviors



4.0

WHAT'S NEW WITH 4.0?

Epicentral[®] 4.0 offers a variety of new and improved features that are strategically designed for casino operators to increase their revenue while using the most effective and user-friendly software. A new functionality includes a sleek user interface that is easily operable and creates an optimized user experience with its clean aesthetic. The latest version of Epicentral is also web-based, which makes it easier to install, update and keep secure.

NEW 4.0 FEATURES

- Web-based user interface for an easier and faster user experience
- A home page that includes a comprehensive dashboard that shows the following:
 - Full overview of past and present promotions running on the floor
 - List of carded players
 - Leaderboard of the top players with their number of active sessions
- A built-in, ad hoc query tool, allowing users to find specific and refined data
- The ability for operators to plan, analyze and check the success of a promotion



DESIGN CENTER

Design Center is the Epicentral® coupon design module, which allows operators to quickly create an unlimited number of promotional coupons with logos, text, graphics and more. All coupons are saved as .EPIC files and stored in the Epicentral database. More accessible than ever, the Design Center can be viewed on mobile and through many different medium types, such as a web browser, picture viewer and more. The latest iteration of the system is more advanced, intricate and at the same time, simpler to navigate.

FEATURES

- A touch-ready Media Gallery with the following functions:
 - Built-in barcode/ QR code generators, making it easier than ever to create coupons
 - Ability to locate saved coupons and to print on demand
 - Option to view, test print, clone, delete and copy existing coupons
- Ability to import SVG files; export saved coupons; import from third party tools, such as Illustrator; and change canvas for tickets
- An enhanced workspace properties panel to provide more functionality on elements



CAMPAIGN CENTER

Campaign Center is the Epicentral[®] promotion management module. Using Campaign Center, users can create new marketing promotions, modify existing promotions and see which promotions are active and running. At a glance, you can see each promotion name, description, creation date, and whether or not the promotion is currently enabled. In addition, you can click on any one promotion to display a more detailed summary for a quick review of the triggers, conditions and schedules for the selected promotion. Version 4.0 makes the process of creating campaigns even more effortless.

FEATURES

- A clear view of campaigns with their corresponding coupons and live completion status
- A Campaign Wizard that allows operators to set up their campaigns in five easy steps
- An easy to use Scheduler to set and view monthly campaigns with the following:
 - A calendar view with drag and drop scheduling capabilities



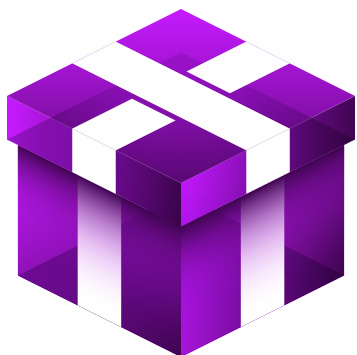
SYSTEM CENTER

System Center is the Epicentral® system management module. This module enables users to add, edit, import and remove slot machines from the Epicentral System.

Operators can also manage user access, permissions and passwords. This module ensures successful promotions, as it maintains critical information.

FEATURES

- Newly-designed user interface that makes it easier for operators to manage devices with the following functions:
 - Add devices
 - View a list of devices
 - Add, delete, or modify the games and printers
 - Maintain which printer is assigned to which slot machine so that awards print from the correct machines
- Ability to view a detailed list of printers that are available to Epicentral and manage the slot machines and other devices in their system



REDEMPTION CENTER

The Redemption Center shows how a Player's Club desk interacts with players to redeem, reprint or void coupons. Operators can use this module to locate an award to take action on by scanning the barcode or manually entering the barcode number from a coupon.

FEATURES

- A newly redesigned user interface that is easy to use
- This module is now touch-enabled and mobile-friendly
- A robust search query tool to easily locate specific coupon promotions
- An easier scanning interface to redeem, re-print, re-queue and void coupons



REPORT CENTER

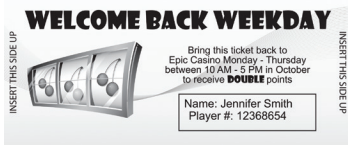
The Report Center enables authorized personnel to track, compare and report on promotions. This module allows users to receive detailed information and insights so they can make data-driven business decisions. The reports generated are now more detailed and faster to download, all while providing helpful bar charts and graphics that make it easier to gather information at a glance.

FEATURES

- Since Epicentral[®] is web-based, reports can be downloaded faster than ever
- Detailed charts on the reports provide helpful data needed to improve promotions
- The following reports are available from Report Center:
 - Awards Detail - displays details for all awards distributed through active promotions
 - Printer Status - displays status information for all printers configured on your Epicentral system
 - Printer Status Summary - displays an easy-to-read status summary for all printers configured on your Epicentral system
 - Promotion Report - displays details for all promotions
 - Redemption Center by User Report - displays information about coupons processed in Redemption Center, separated by user
 - Additional reports can easily be customized by users

POPULAR PROMOTION EXAMPLES

MIDWEEK VISIT ENCOURAGEMENT PROMOTION



87%

Bounce back promotion redemption rate

FREE PLAY AWARDED TO NON-CARDED PLAYERS TO BECOME A PLAYER'S CLUB MEMBER



60%

Increase in new registrations

SIGN-UP AND BOUNCE BACK COUPONS



14%

Increase in average player time-on-device

RANDOM AWARD FOR CARDED PLAYERS



100%

Increase in lower-tier player Average Daily Theo (ADT) on day of random reward

HAPPY HOUR COUPON TO INCREASE WEEKDAY PLAY LEVELS



46%

Average increase in slot handle on night of coupon-drawing promotion

COUPON DRAWING FOR DRIVING INCREASED PLAY



37%

Average increase in weekday afternoon slot handle

EPICENTRAL® SE

Epicentral® SE (Systems Edition) is specifically designed to work with the existing bonusing modules of casino slot management systems. Traditionally, operators have leveraged the existing bonusing capabilities found in their slot management systems to offer bonuses to players either through the player account or through the electronic award of free play, but their system had no ability to deliver the bonus by printed coupon to the player as they are playing. Epicentral SE leverages the Print Manager and Design Center modules of Epicentral to design and print these bonuses as coupons directly at the slot machine.

In addition, Epicentral SE provides an upgrade path to a full Epicentral implementation should an operator seek to expand their promotion and bonusing options well beyond what the current slot management systems offer.



PARTNERSHIP WITH ACRES 4.0

With the combined power of Epicentral® 4.0 and Acres 4.0 with Cybermax, users have access to more robust, timely and consistent data. This data gives operators more flexibility to create more promotions and reach a greater audience. The end results are more relevant and focused promotions, which maximize client retention.

FEATURES

- Provides significant more data than traditional casino management systems
 - Operators will have access to real-time data that is packed with details to help casinos create a more interactive experience with their slot players
- CyberMax device resides into the slot machine and gathers data off the Slot Accounting System
 - This feature ensures that casinos have access to its data virtually instantly
- An open platform that enables casinos to use many new types of apps to grow their business
 - CyberMax allows other developers to design and build apps to provide casinos with a much richer experience so that they don't have to rely on their existing slot system
- No need to remove casino management systems in place
 - CyberMax works seamlessly with existing casino management systems and it also allows for more development and functionality when paired with other software programs, such as Epicentral

For more information or assistance with integration:

Call 877-748-4222 or 607-257-8901

Or email sales@transact-tech.com

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