

## FIRE LAKE GRAND/FIRE LAKE ENTERTAINMENT



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**Steve Degraffenreid,**  
General Manager  
of Fire Lake Grand  
Casino

### **TransAct’s Epic 950® Fired Up at Fire Lake Casinos**

Reliable, dependable and engineered for the future. These are just a few of the reasons casino managers at Fire Lake Grand Casino and sister property Fire Lake Entertainment in Shawnee, OK decided they would implement the TransAct Epic 950 printer as the exclusive printer used in the 2,500 slot machines at their two properties.

“Our primary goal at Fire Lake is to make sure our patrons have a great time during their visits to our properties. We also want to be ahead of the curve in offering the latest games and newest technologies, which made the Epic 950 the clear choice for us. The Epic 950’s promotional couponing capability allows us to give our patrons extra rewards. Extra rewards means happy patrons, and let’s face it, it’s all about creating an exciting player experience,” said Steve Degraffenreid, General Manager of Fire Lake Grand Casino. “It is also very important that we have consistency across our properties. The Epic 950’s Ticketburst™ technology ensures that tickets are fully printed before presentation. The fact that the printers are “hot-swappable” allows our techs to change out a printer without disabling the game if necessary. We experience reduced machine downtime, and increase our patron’s enjoyment while they visit with us. Again, it’s all about the player experience,” he concluded.

The Epic 950, with its unique ServerPort™ technology has the



ability to deliver highly targeted promotions including comps, coupons and offers while being connected to the game and the casino's server. Specific messages can be created, delivered, and changed in real-time, providing opportunities to increase player loyalty and play through the special coupons and cross-promotions within a casino property.

Larry Sagneri, Vice President of Casino Sales, feels that Fire Lake Managers made a wise decision choosing the Epic 950 as their printer of choice. "Server-based gaming is on the verge of arriving on casino floors in North America, and the Fire Lake team wanted to make sure they were ready for the future. In choosing the Epic 950, they now have the best technology available today and have made sure that they are ahead of the curve."