

Epic Promotions

Learn how to
generate
more revenue
with the right
gaming printer.

ithaca[®]

a product of TRANSACT

Epic 950[™]

How it could work for you:

Tracy wants to take her slot winnings and try another game. She gets a colorful ticket, highlighting your logo, which reinforces HER pleasant gaming experience in YOUR casino.



You know from Tracy's playing history that following cashout she's about to move on. You send her a coupon to keep her playing in your casino.



You also know that Tracy's birthday is coming up, so you print a personalized promotion inviting her back to your casino on her birthday!



Tracy had a run of good luck! Invite Tracy to enjoy her winnings at other locations within your property.



Tracy is a loyal repeat customer, thanks to Epic Promotions.

Imagine the potential...

- Specific selling messages can be created, delivered and changed in **real-time**, anytime
- Special promotions and cross-promotions let you emphasize your casino's **other** attractive offerings
- Increase **revenue** by keeping players in your casino **longer**
- Create loyalty and repeat business by printing personal messages and offers **tailored specifically** to each customer
- Every ticket is a compelling opportunity to emphasize your **brand**
- Perform comping and couponing **on the fly** based on what's happening in your casino/bar/restaurant at **this** very moment
- **Color** on tickets gets your message and your logo **noticed**



Create **eye-catching, 2-color, targeted promotions** customized in real-time for each slot player. Only **one printer** gives you that kind of control.



Epic 950™

Step One

Start with the Ithaca® Epic 950™ printer

- Same form factor as our popular Series 800 and other industry standard ticket printers
- Dual port compatibility lets the printer instantly communicate with both the game and your casino's player tracking system

Step Two

Create your tickets and promotions

- Our smart suite of features includes a ticket layout editor that makes it easy to design your own layouts
- 2-color capability lets you create eye-catching promotions that get noticed

Step Three

Enable the printer to print the tickets

- The imPort™ firmware & graphics download port lets you download the tickets you created, plus logos and graphics
- Tons of memory means you can download countless ticket options and promotions

Step Four

Print your tickets

- 2-color thermal printing on ithaColor™ ticket stock brings out the best in your promotional messages
- ithaColor™ tickets offer excellent barcode scannability and are topcoated for durability

Why Ithaca® printers?

- Ithaca gaming printers are available on virtually **every** gaming platform in nearly **every** jurisdiction where **TITO** is available
- The world's **largest** casino **operator** demands Ithaca printers **exclusively**
- The world's **largest casino** property relies on Ithaca printers **exclusively**

Epic promotions mean Epic revenue.

Start printing promotions to earn incremental revenue and increase customer retention. With the introduction of the **Epic 950™**, we enable your gaming systems to unlock the marketing potential of your player tracking database.

When you're ready to implement any type of gaming solution, demand printers that carry the Ithaca name—the trusted brand now installed in nearly **400,000** gaming and lottery machines all over the world.

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