

EPICENTRAL[®]

by TRANSACT[®]



THE FASTER, SIMPLER AND SMARTER PROMOTIONAL COUPONING SYSTEM

Epicentral[®] 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.

AN UNMATCHED SET OF PROMOTIONAL CAPABILITIES

Epicentral® 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.

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
- 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

WHAT'S NEW WITH VERSION 4?

Epicentral® 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. 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.

FEATURES

- Web-based user interface for an easier and faster user experience
- 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
- 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



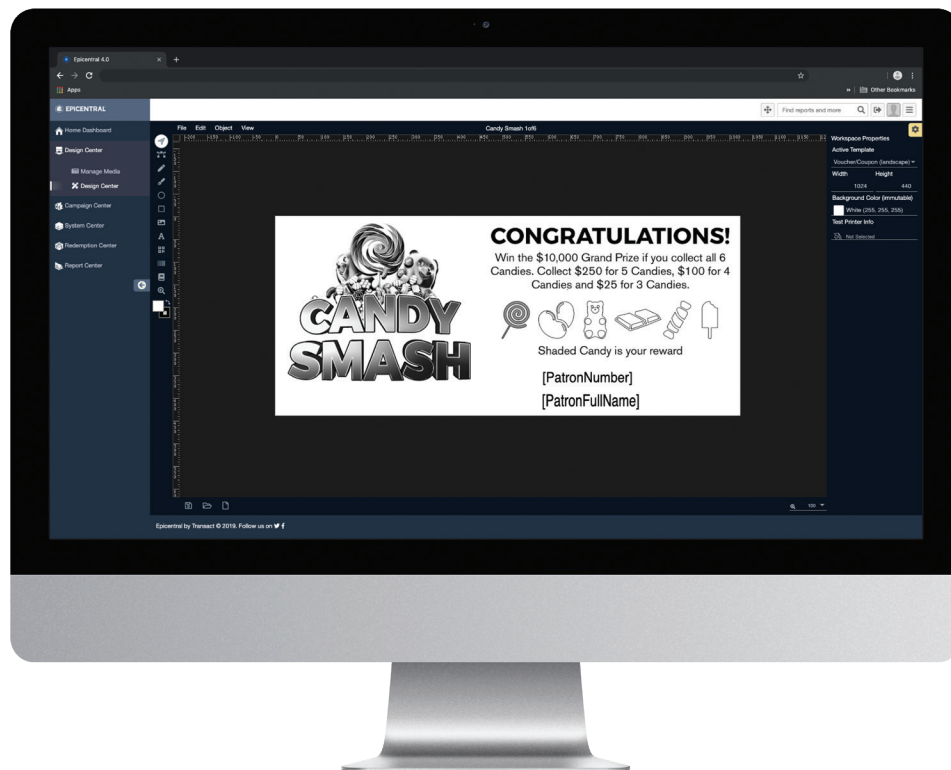


DESIGN CENTER

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

- 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
- 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



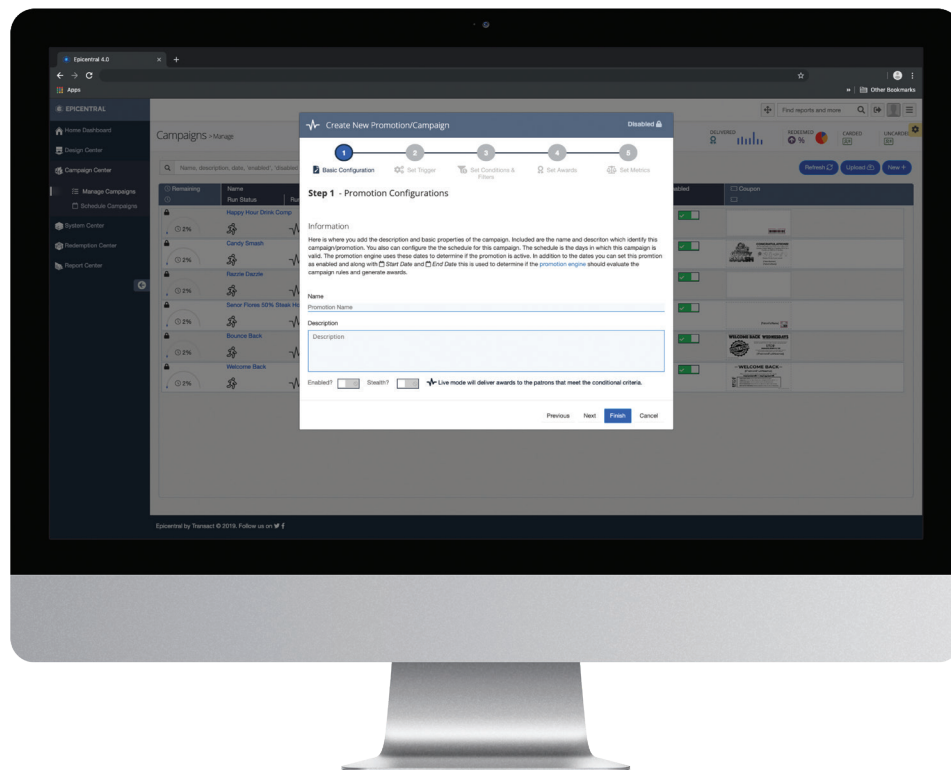


CAMPAIGN CENTER

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. Campaign Center 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





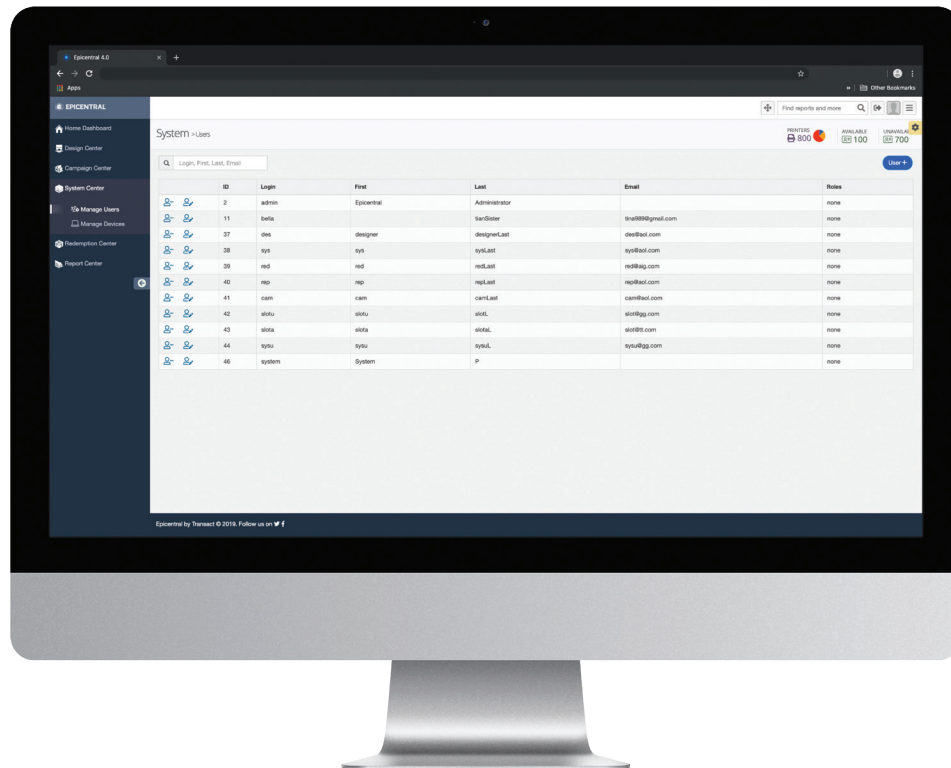
SYSTEM CENTER

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

- Ability to view a detailed list of printers that are available to Epicentral and manage the slot machines and other devices in their system
- 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



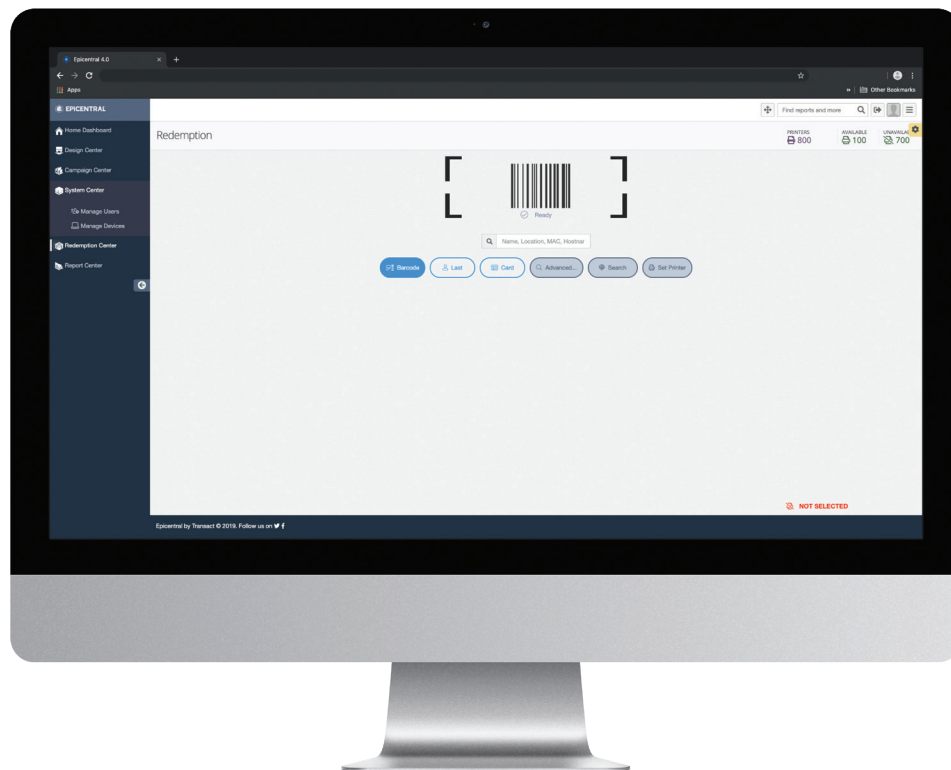


REDEMPTION CENTER

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.

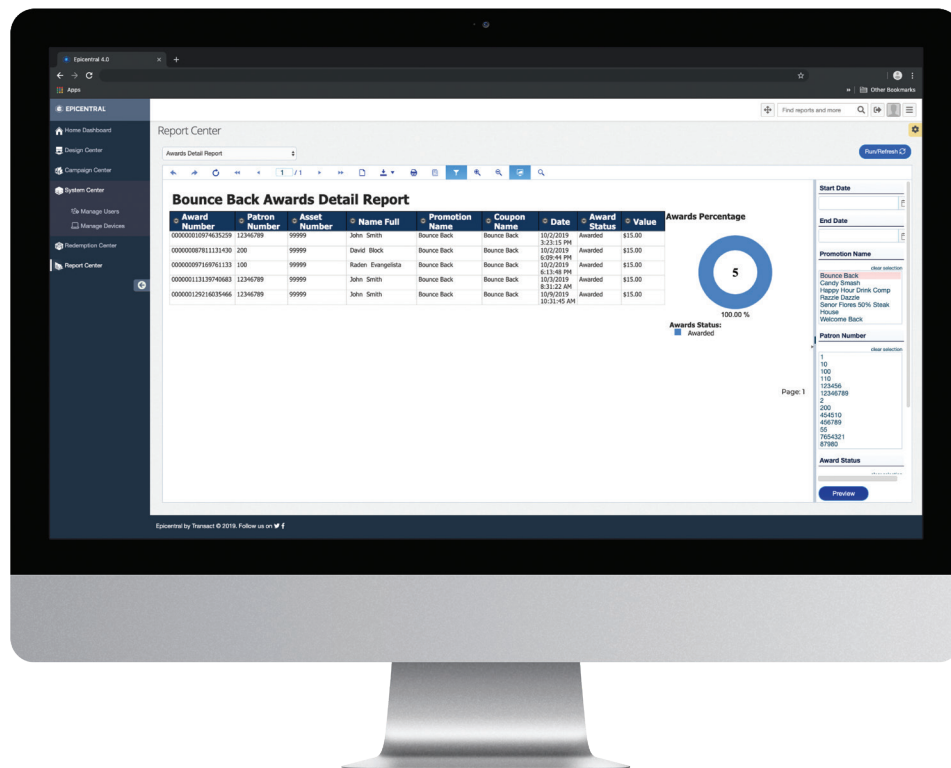
FEATURES

- A newly-designed, easy-to-use interface
- A robust search query tool to easily locate specific coupon promotions
- Touch-enabled and mobile-friendly module
- An easier scanning interface to redeem, re-print, re-queue and void coupons



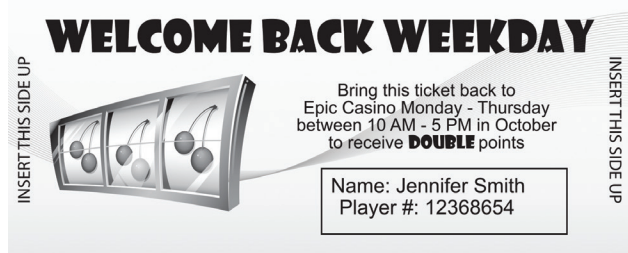


FEATURES



POPULAR PROMOTION EXAMPLES

MIDWEEK VISIT ENCOURAGEMENT PROMOTION



87%

Bounce back promotion redemption rate

SIGN-UP AND BOUNCE BACK COUPONS



14%

Increase in average player time-on-device

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



60%

Increase in new registrations

HAPPY HOUR COUPON TO INCREASE WEEKDAY PLAY LEVELS



46%

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

RANDOM AWARD FOR CARDED PLAYERS



100%

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

COUPON DRAWING FOR DRIVING INCREASED PLAY



37%

Average increase in weekday afternoon slot handle

For more information or assistance with integration:

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

Email **sales@transact-tech.com**

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