

CASE STUDY:

Custom Kiosks Fulfill Gaming Needs: Colonial Downs



Colonial Downs Extends Gaming Action into Private Clubs and Restaurants

Colonial Downs, Virginia's only pari-mutuel horse racetrack, wanted to extend gaming beyond the racetrack and into private clubs and restaurants utilizing its internet advance deposit wagering system. As a result, the EZ Horseplay custom gaming system was developed by Colonial Downs and value-added reseller (VAR) Macro Integration Services to allow new account sign-up, secure cash dispensing and wagering away from the track in convenient locations. In addition to their ten off-track betting locations, Colonial Downs has installed 85 EZ Horseplay advance deposit wagering systems across Virginia.

Customer Problems

Existing System Had Too Many Cables, Large Footprint, Poor Sound

The system that Colonial Downs was using for horse race streaming video and betting at their year-round off-track betting locations was a touchscreen monitor with a standalone PC. Installation was often problematic due to the multiple pieces of equipment needed and dangling cables were exposed — and the sound was poor as well. With the move into clubs and restaurants, they needed a system that was easier to install, totally secure, and capable of meeting user betting needs.

Company Challenges

Eliminate Personnel in the Field

Colonial Downs needed a way to manage account funding without the use of personnel at each site. The system had to allow for identity verification, funding of accounts and the ability to withdraw cash winnings, print racing forms and provide a positive customer user experience. The terminals for betting and video streaming needed to have a small footprint and be capable of





- **Integrated touch computers**
- **Commercial grade components designed for public use**
- **Long product life cycle**
- **3 year warranty plus 2 year extended warranty available**
- **World-wide support**
- **Choice of touchscreen technologies**
 - **Acoustic Pulse Recognition (APR)**
 - **IntelliTouch (Surface Acoustic Wave)**

withstanding heavy-duty consumer use. The custom all-in-one kiosk and Elo TouchSystems 15D1 touchcomputers that VAR Macro Integration Services provided solved these problems and more.

The Solution

Custom with All-in-One Touch Computer for Betting and Video Streaming

Colonial Downs and Macro developed a custom kiosk (EZ Horseplay System) that allows account and cash management with the NCR 7404 kiosk, MEI SC66 cash acceptor, LG CDM1000 cash dispenser, E-Seek 250 driver's license reader and the Zebra Technologies TTP8200 thermal printer to complete the system.

For betting and video streaming, Macro chose the Elo 15D1. Utilizing a touch-computer rather than a separate monitor and computer eliminated the need for cables, creating a much cleaner/neater countertop appearance. Users respond well to the touchscreen interface, through which they can log into the system, place bets, and watch streaming of races.

Compatible with a Broad Range of Accessories The Elo TouchSystems touchcomputer is compatible with many different peripherals, including card readers, printers, fingerprint readers, cash drawers and more, allowing integrators to choose the exact accessories for each application.

Totally Self-Service—No Staff Needed The EZ Horseplay wagering system lets users open an account, deposit money, receive winnings, and begin wagering—all on their own. The system uses driver's license scanners to verify player's identities and ages. And it can even print a complete racing program right at the kiosk, using an 8.5" thermal printer.

Why Elo Touch Solutions Work

Hardened Systems and a Long Warranty

Macro chose Elo TouchSystems touchcomputers as part of the custom gaming kiosk solution because it is engineered to withstand constant use in a public environment. The three-year warranty is standard, which is much longer than the typical one-year warranties on consumer-rated devices.

Self-Service Kiosks Provide an Open Highway to Other Applications

Macro sees a large future in developing more kiosks that can handle financial transactions, including bill paying platform businesses and utilities. These bill paying kiosks can be rolled out to regional offices or installed in places like grocery stores and malls for convenient bill paying.

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

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