

## Instant gratification.

### INTELLIGENTLY AWARD PLAYERS IN REAL-TIME.

Instantly reward loyal players while increasing play. IGT's newest player application, *Point Pursuit™* gives you the ability to immediately deliver random or fixed amounts of promotionally funded points, comps or *Xtra Credit®* non-cashable rewards for achieving point accrual levels you specify. No more waiting for rewards. With *Point Pursuit*, rewards are delivered in real time during play sessions.

And with the ability to message and celebrate your promotion in the Service Window, *AVP®* digital top glass and *sb NexGen®* II multimedia displays, you can customize and brand the presentation of awards using dynamic and eye-catching content.

### BENEFITS

- Increase revenues by more intelligently targeting rewards
- Goal oriented awards drive carded play and incremental visits
- Deliver branded promotions that differentiate your property
- Boost player spend-per-visit by increasing the points required to qualify for the award
- Increase the value of your players club and drive membership
- Convert infrequent players into loyal slot customers
- Create specialized value for your high-end players

### FEATURES

- Award random or fixed amounts of promotionally funded points, comps or *Xtra Credit* non-cashable rewards
- Scale your rewards to the value of the player, based on rankings
- Configure multiple earning tiers and select the award for achieving each level
- Target to specific groups of players

- Deliver on all player display types, including the Service Window and *sb NexGen II* multimedia displays
- Integrate with IGT Media Manager to celebrate awards in *AVP* digital top boxes
- Deploy across traditional serial and Game-to-System (G2S) networks



Message prompts engage players to pursue award thresholds.

**Earned rewards are delivered in real time and are available instantly.**

For more information, contact your IGT Account Manager or visit [www.IGT.com/PointPursuit](http://www.IGT.com/PointPursuit).



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