

RSS FEEDS MOBILE EDITION NEWSLETTER SUBSCRIBER SERVICES PLACE AD BILOXI.COM CONTACT US TRAFFIC GAS F

Gulfport, MS



Low
Now: 66°F High
full fo

Intermittent clouds

SEARCH SunHerald.com FOR SEARCH

Web search powered by YAHOO! SEARCH

NEWS HOMETOWNS SPORTS ENTERTAINMENT OBITUARIES OPINION MULTIMEDIA SITES CARS

BUSINESS - CASINOS

Tuesday, Apr. 07, 2009

Comments (11) | Recommend (0)

Hard Rock slots go communal

By MARY PEREZ - meperez@sunherald.com

BOOKMARK MY YAHOO! E-MAIL PRINT REPRINT OR LICENSE TEXT SIZE: - +

BILOXI — Playing the slots is now a shared experience at Hard Rock Casino Biloxi.

Super Bankroll Bonus, a shiny new penny slot machine set up in the lobby outside the entrance of the main casino floor, lets everyone playing at the six-game carousel share in the bonus round.

“They end up rooting for those next to them,” said Joe Farruggio, senior vice president of gaming operations at Hard Rock Casino. He said the game often goes into the bonus round.




“It’s definitely a unique and different slot experience,” said Chris Strano, vice president of marketing and sales with AC Coin & Slot, the company that makes Super Bankroll. “They’re having a good time.”

Two more communal games that will be installed in early May at Hard Rock are Slingo, a popular Internet game that mixes slots and bingo.

Super Bankroll has done very well at Hard Rock. “The good thing about this is you don’t have to be play maximum number of coins to get to the bonus,” he said.

There is a big trend in communal games in the industry, Strano said.

Hard Rock is the first casino in Biloxi to install Super



PHOTOS COURTESY AC Coin & Slot Super Bankroll Bonus, above, is a favorite new penny slot machine at the Hard Rock. Those playing at the 6-game carousel share the bonus round.

CLICK FOR MORE PHOTOS

Bankroll and Slingo that are in about 60 casinos in every gambling jurisdiction.

Like retailers, casinos are always offering the next experience, he said.

“We look for that trend or that experience the player is actually enjoying,” such as music or a television show. Strano said AC Coin & Slot creates a slot machine that uses these themes and raises players’ level of expectation.

“It’s a never-ending search for something new,” said Farruggio. “You never know what’s going to end up lasting.”

People will sit down and try games with familiar themes like Bewitched, but he said it’s the map of a game, the excitement and bonusing that gets player to come back. Both the casual gambler and those who spend considerably more at the casino enjoy playing communal games, he said, and it also appeals to the “Nintendo Generation” that expects more for their entertainment dollar.

AC Coin & Slot is celebrating its 30th year and is introducing its most products ever.