

# KALEIDOSCOPE NETWORK

## PRESS RELEASE

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### For Immediate Release

## **TECHNOLOGY MEETS RESEARCH: CASINO-SPECIFIC SATISFACTION AND PSYCHOGRAPHIC DATA COLLECTED VIA WEB- BASED PLAYER COMMUNICATION PLATFORM**

### **KALEIDOSCOPE NETWORK DEMOS ONLY WEB-BASED PLAYER MARKETING TOOL OF ITS KIND AT THE NATIONAL INDIAN GAMING ASSOCIATION TRADESHOW**

Tuesday, April 06, 2010

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#### **Scottsdale, AZ.**

Kaleidoscope Network of Scottsdale, AZ is unveiling its network of websites that are unique and customizable to each individual casino and each casino player. Kaleidoscope Network is a powerful marketing innovation that allows a casino to communicate personally relevant information to its players and provides a platform for players to communicate to the casino.

The innovation tracks psychographic player attribute data to maximize media placement strategies, to understand what players want both on property and off, and enhances promotion planning and hosting efforts.

Product and service satisfaction is tracked by game, by amenity – to the time of use. It includes a system of email alerts for notifying staff of dissatisfaction for immediate service recovery and a system for notifying patrons of upcoming events of their stated interest and expiring offers.

All player data is tied to player value taken directly from the property's player tracking system. Kaleidoscope integrates with all major player tracking systems. Kaleidoscope supports clients with Customer Service and Technological staff.

Easy-to-read-and-analyze reports are provided in real time, in graph and chart form, on all psychographic data. Each report is prepared so as to be analyzed by segment and includes metrics such as value strata, age, gender, club status, distance from property, etc. Player satisfaction data is reported in real-time and is compared to prior periods and summarized with a market ranking report showing where the property ranks against its immediate competition.

The Kaleidoscope Network pricing philosophy is to make Kaleidoscope available to all casinos by pricing it at an affordable monthly licensing fee.