

## DISCOVER KALEIDOSCOPE...

**An ongoing dialogue**  
with your most valued  
players...



**Continuously monitor**  
guest satisfaction, in  
real-time, all the time...



**Dramatically increase**  
the effectiveness of your  
media strategy...



## FOCUS ON YOUR PLAYERS.

KALEIDOSCOPE

KALEIDOSCOPE



"Finally, we can make  
operating decisions based  
on what we know our most  
valuable players are thinking."

KALEIDOSCOPE

KALEIDOSCOPE

Ready to try a free demo  
or schedule a presentation?

[www.focusonyourplayers.com](http://www.focusonyourplayers.com)  
480.385.6757

ARE YOU

READY FOR

THE REVOLUTION?

Introducing a revolution  
in the relationship  
between your casino  
and your players...

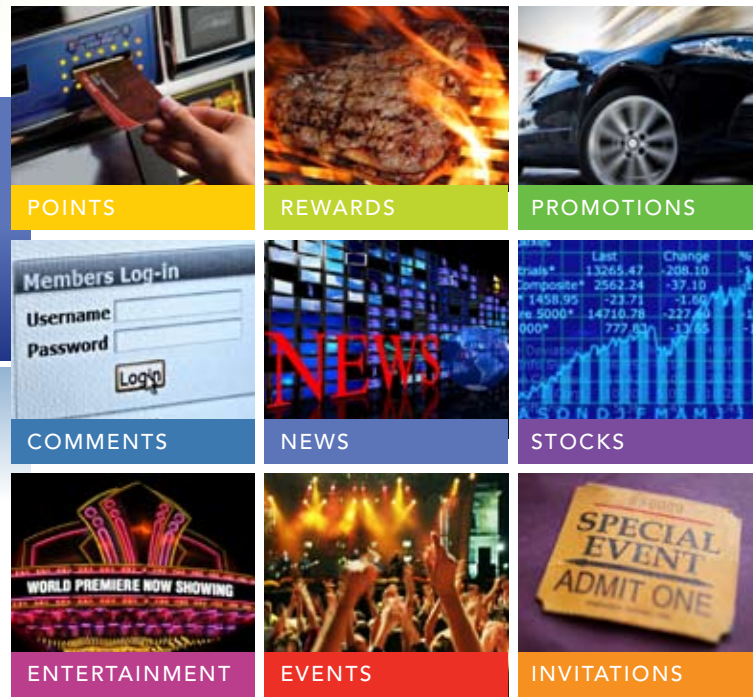


## EMPOWER YOUR PLAYERS...

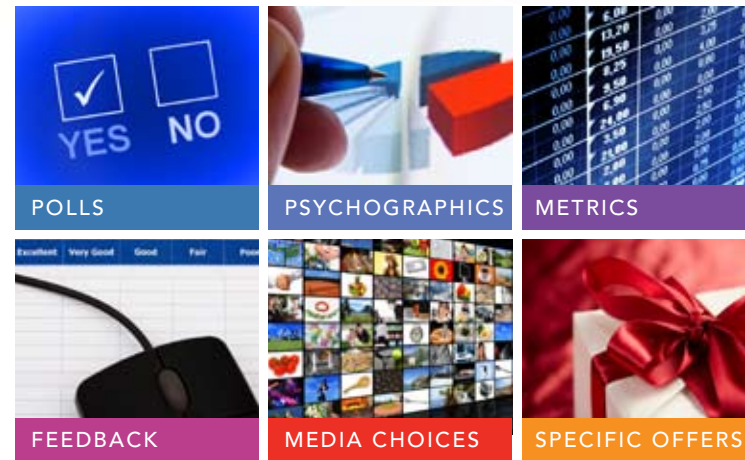
Let them track their points, casino incentives and cash back levels as well as news, weather, entertainment and more.

Inform them when they have earned a premium or become eligible for a reward.

Give them a direct channel of communication with your casino and staff.



## AND YOUR CASINO...



React instantly to candid player feedback on specific interactions with your property – including promotions and personnel.

Compile a unique picture of your players by gathering psychographic information through simple property-specific interest surveys and appending that data to each individual player.

View player information that can be sliced by any combination of metrics such as age, gender, distance to the property, trips per month and daily or monthly theoretical win.

## ...WITH KALEIDOSCOPE.

Kaleidoscope delivers a dynamic, psychographic portrait that can be analyzed not only by demographics but also by **player value**.

Kaleidoscope will **dramatically increase the effectiveness** of your media strategy and messaging based on direct input from your players.

Kaleidoscope can help determine what effect the competition is having on your players, helping you design programs and incentives to **get ahead and stay there**.

Kaleidoscope will reduce mail costs and produce more effective targeted messages – **every time**.

