

How can having RFID chips assist Marketing?

Poker tournaments

With RFID chips powered by Cx3 Chip Verification Software, running your poker tournament just got a whole lot easier and more efficient...

- Avoid miscounts when you color-up your players... and maintain complete audit logs of each of these transactions, including date & time stamps, a complete itemization of every chip involved with each transaction, and absolute record of who performed each transaction.
- Provide real time statistics to players, spectators, members of the media, or even for telecast.
- Prevent any possibility of counterfeit or unauthorized chips from entering play, and provide immediate notification to all security, surveillance, and supervisory personnel in the event that unauthorized chips are introduced.
- Cx3 maintains a detailed audit log of every pot (down to the chip level), including who was involved, how much they won or lost, and what the final outcome was.

Cx3 brings enhanced security, tracking, and accountability to your poker tournament... in a word, it is **funilicious**. ☺

Accurate player rewards

More and more frequently, casinos are making use of the player reward paradigm; unfortunately, the system as it stands is cumbersome and flawed. With the combination of slot machines and a player club card system, tracking is very accurate and automated, but the assignment of player rewards from the table games side of the house does not share the same luxury of automated tracking... that is, until now.

- Although Cx3 is not a player tracking system, we will work with you to help integrate the tracking power of Cx3 into your existing player tracking software.
- By tracking chips associated with players, you can pattern a patrons path based on the scanned locations for each of their RFID chips... including the wager amount, the date & time of the wager, and the result.
- View real-time statistics, or recall audit level reports for any area of your casino from any date, time, or location.

Group or specific promotions

Since each chip has its own unique serial number, you can assign chips to specific promotions, or batches of chips to group promotions. For example, since every chip has its own unique serial number, you can randomly select a specific chip to be the **“lucky chip”** for a player contest... or assign a group of chips to be associated with a tournament. This will be particularly good for a radio station promotion to get people into your casino to find out if they have the **“lucky chip”**

Assign groups of chips to junkets or tours

By assigning groups of chips to junkets or tour groups, and allowing Cx3 to interface with your player tracking system, you can accurately track every play made using any of these chips.

These are just a few of the immediate benefits of RFID technology, as brought to you through Cx3 Chip Verification Software... now what would YOU like to see?



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