



Profile of Reference Sites

April 2001



CROWN CASINO, MELBOURNE, AUSTRALIA

Crown Casino is centrally located in Melbourne, which has an urban population of approximately 4 million. The Crown Entertainment Complex comprises over 500,000 m² of excitement and entertainment on the banks of Melbourne's Yarra River. The complex combines gaming, hotel, convention, restaurant, retail and entertainment facilities.

Crown have been collecting customer and gaming operations data for years through the use of customer loyalty cards and computerised gaming machines and tables. With over 800,000 customers on its loyalty program, Crown were struggling to make decisions based on that data.

Crown wanted to understand customer play, and to do this cost-effectively they needed to increase the return on their marketing campaigns. Compudigm installed seePOWER™ slots in July 1999 and seePOWER™ tables in December 2000.

seePOWER™ enabled Crown to clearly identify where their customer base resides, how much each group spends, how often they visited and much more. Using seePOWER™ enabled them to get a remarkable return on marketing campaigns – for example getting the same response from a targeted mail-out to 50,000 people as previous bulk mail-outs to 800,000.

With 350 gaming tables and 2,500 slots and an extensive jackpoting system, management of the gaming operation offered many logistical challenges. Using seePOWER™ enabled Crown's managers to make decisions from data visualisation, and let them understand how a change in floor configuration effected the gaming habits of each customer group. In addition, seePOWER™ is providing Crown with the ability to understand the impact that jackpots have on their win per unit.

"seePOWER™ is a very easy software tool to use - it provides us with instant information about our slot performance right across the floor and delivers dramatic increases in profitability."

Clayton Wheeler, Slots Manager, Crown Casino

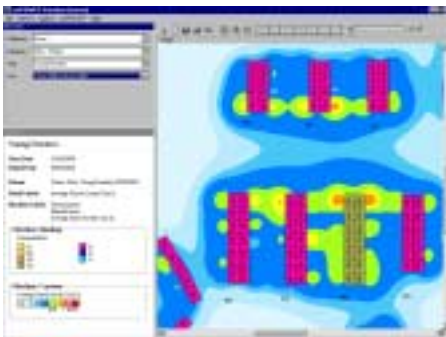


JUPITER'S CASINO - PARK PLACE, BRISBANE, AUSTRALIA



Conrad Jupiter's is situated on a landscaped island facility that is only a short walk from famous Gold Coast beaches. The Gold Coast is a tourist destination that attracts of visitors from around the world. Conrad Jupiter's has approximately 4650 m² of casino space, including Club Conrad, a 21 storey, 4¹/₂-star hotel, and numerous entertainment and dining venues.

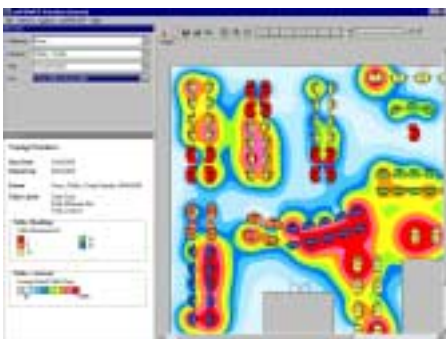
Jupiter's is a diversified Australian gaming company that owns interests in three of the four licensed Casinos in Queensland, Australia, and operates Keno throughout Queensland and the NSW Clubs on an exclusive real-time basis. They also provide monitoring and other services for gaming machines in Queensland, accept sports bets by telephone and over the internet, develop innovative gaming and wagering technology and provide computer support services Australia-wide through AWA Technology Services.



The Casino features over 1,000 gaming machines and approximately 100 table games, and was struggling to make decisions based on the customer and transaction data generated from these sources.

seePOWER™ was installed at Conrad Jupiter's in March 2001.

Using seePOWER™, the casino managers can now make decisions from visualising which machines are the most popular, the best locations on the gaming floor, which configurations are working, and the habits of each customer group – leading to cost-effective marketing campaigns.



With the proof of success and value of seePOWER™ for its gaming operations, Conrad Jupiter's and Compudigm are currently working on visualisation solutions for other related aspects of entertainment spending, including food and beverages, and property (Hotel). Conrad Jupiter's are also working with Compudigm on a seePOWER™ Workflow release, with the initial focus on ensuring marketing campaigns are planned and delivered cost-effectively across all of Conrad's operations.



HARD ROCK HOTEL AND CASINO, LAS VEGAS, NEVADA - A PETER MORTON HOTEL

Hard Rock Hotel and Casino is an exciting entertainment venue, hotel and casino located just off the Strip in Las Vegas. Hard Rock attracts customers from all across North America who come to play and party in this amazing destination venue.

Hard Rock has over 100,000 patrons in its Player Tracking system and has assembled a robust database of its customer and gaming operations. Until now, Hard Rock has not had an efficient method of understanding and gaining full value from their data.

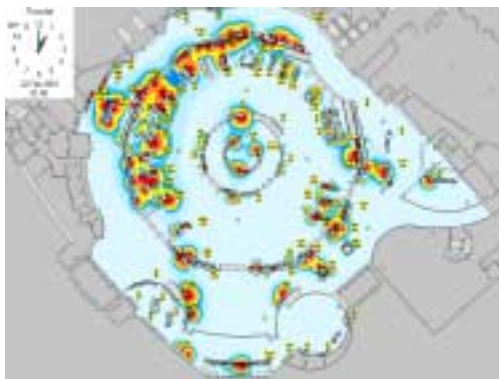
seePOWER™ allows Hard Rock to gain this value through delivering intuitive visualizations of where customers live, how much each customer group spends, how often they visit and what games they are playing. Hard Rock can now base operational and marketing decisions on intuitive visualizations of their data.

seePOWER was installed at Hard Rock Hotel and Casino in February 2001. The introduction of seePOWER™ has allowed management to overcome many of the logistical challenges that their 70 gaming tables and 700 slots created.

Using seePOWER™ has provided Operations Management with an understanding of what locations are working best on the gaming floor, what configurations are working relative to table layouts, and the preferred game play of different customer groups.

seePOWER™ has also enabled Marketing Management to maximize their return on promotional campaigns – for example, which region's newspaper will provide the best response.

Executive Management use seePOWER™ to focus on how to improve win per unit by understanding the games customers play, at what time they play and the impact of events on gaming play.





HARRAH'S ENTERTAINMENT INC.

Harrah's Entertainment, Inc. (NYSE: HET), is a gaming corporation that runs casino operations under the Harrah's, Showboat and Rio brand names. Harrah's corporate office is located in Las Vegas, Nevada. Harrah's have access to their NCR Teradata Enterprised Data Warehouse located in Memphis, over a WAN.

Harrah's operate 21 properties across North America. The Harrah's, Rio and Showboat casinos are a combination of local and destination venues. Harrah's invested extensively in Teradata as they recognized the value that was held within the data they were collecting. Harrah's have a well established customer loyalty program - "Total Rewards".

Harrah's corporate office is installing seePOWER™ (April 2001) as a solution whose visualizations will enable it to perform analysis across all 21 properties.

Harrah's will be using seePOWER's™ visualizations to provide synergies of products across their casinos, and allow them to understand the opportunities to cross sell between properties. In addition, seePOWER™ will be used to visualize and analyze what games different customer groups play, where customers live, and to visualize the casino at a wide range of scales - from the entire casino floor to performance at slot level.