

CASINO PALACE

The logo for "CASINO PALACE" is centered on a dark blue background with a repeating diamond pattern of small gold dots. The text "CASINO" and "PALACE" is rendered in a bold, bubbly, gold-colored font with a blue outline and a slight 3D effect. Between the two words are three playing card symbols: a blue club, a red heart, and a blue spade, all overlapping. The entire logo is accented with several small, white, four-pointed starburst graphics.

VALUE PROPOSITION

The digital game speaks directly to the Casino Players

HIS MOTIVATION

✓ Play with his friends and showcase his skills → ✓ **Multiplayer Features**

HIS NEEDS

✓ Progress quickly and receive feedback, including progress updates and recognition of mastery → ✓ **Feedback System/Rewards**

HIS EXPERIENCE GOALS

✓ Achieve the highest level of gameplay → ✓ **Achievements/Global Leaderboards**

✓ Collect as many coins and gold as possible → ✓ **Unlock/Customize/Upgrade**

✓ Share his progress on digital channels by competing with friends → ✓ **Share/Compare Progress**

CASINO PALACE



PROJECT SUMMARY

Ages :

✓ Primary: 13-99

SKUS :

- ✓ Android
- ✓ iOS
- ✓ Windows
- ✓ OSX
- ✓ PS3
- ✓ PS4
- ✓ XBOX ONE
- ✓ Browsers
- ✓ Embaded FB

Game Summary:

- ✓ Multi-social network connections
- ✓ Large number of platforms, first focus on handheld platforms
- ✓ Special chips, and item that multiply the wins, but it is possible to lose them.
- ✓ Bots with AI, and >50,000 sentences, they help to make connection between users
- ✓ Multilevel discount purchases for player groups
- ✓ Common jackpots
- ✓ The user can progressively advance to a higher level where more content is available as well as higher bets.
- ✓ Highly scalable server backgrounds

CROSS BROWSER 
APPROACH ENSURES THAT

**THE  LIFESTYLE IS
NEVER OUT OF REACH**



GAMEPLAY OVERVIEW

BlackJack

- Extra Features
 - You can be the dealer
 - Multiplayer up to 7 players

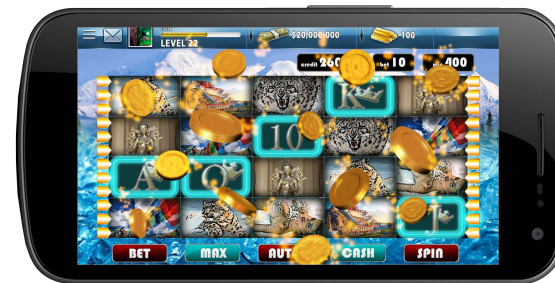


Poker

- (Texas Hold'em)
- Multiplayer up to 7 players

Slots

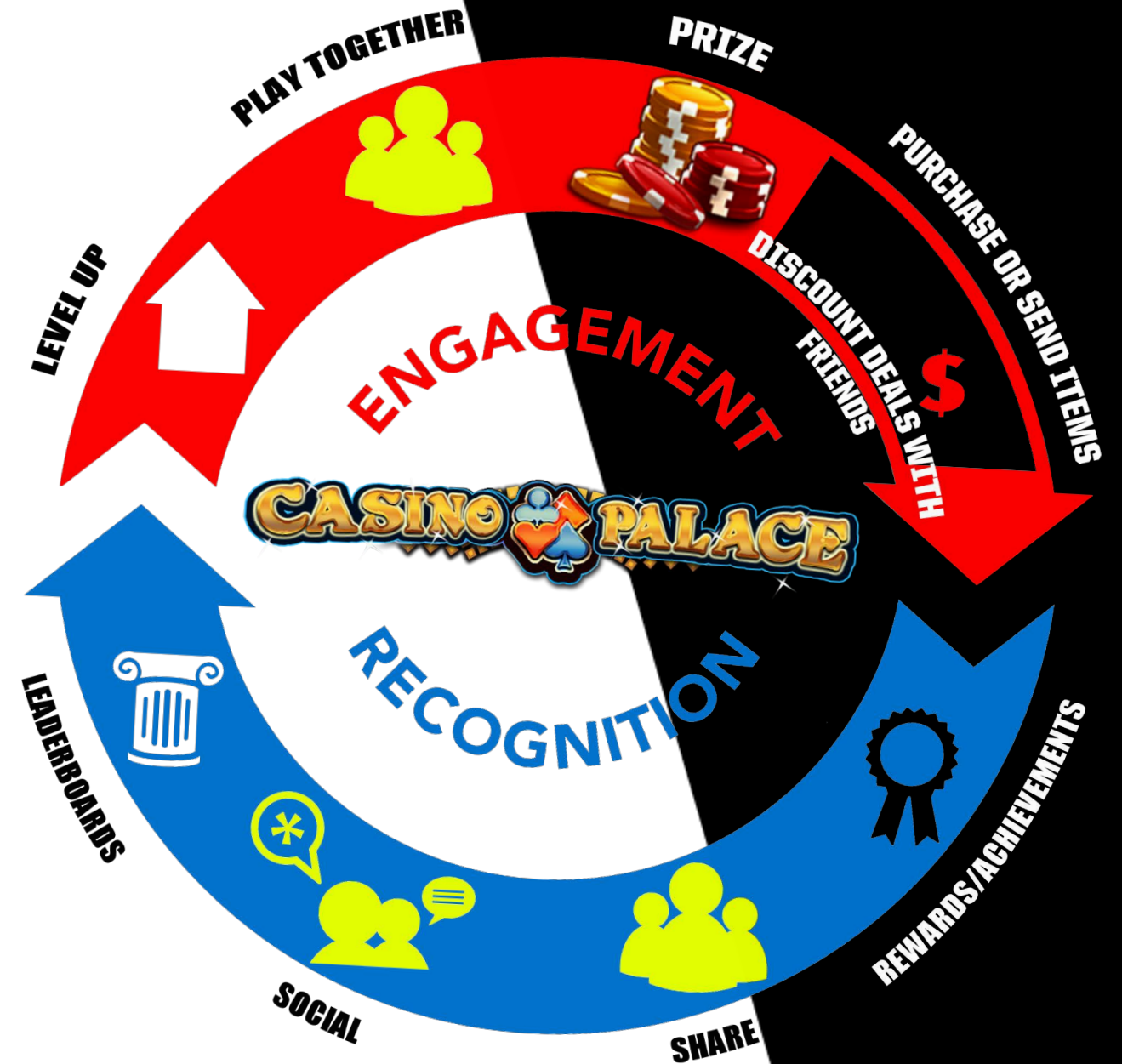
- Actually 5 different slot game types available to play (can be expanded from the server side)
- Number of rows / columns are changeable on the server side
- Various bonus calculation for variety of slots.
- Progressive jackpot
- Community jackpots



METAGAME LAYER

- ✓ **COMPULSION LOOP** drives replay value and long term engagement
- ✓ Extends the lifecycle of gameplay content
- ✓ Provides robust data on user behavior and allows for ongoing updates & optimizations
- ✓ Key driver for communicating the unique aspects of the CASINO PALACE lifestyle and products
- ✓ Serves as the framework to power the “freemium” economy

ACTION + REWARDS + FEEDBACK



unavailable for users under 13

CASINO PALACE. METAGAME DESIGN

It is all about friends

Gold:

Buy gold at discounted price for your friends.

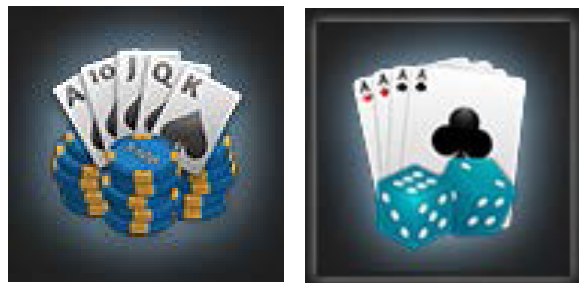


UNLOCKING

Community achievements

REWARDS/ACHIEVEMENTS

Earn extra community jackpot



Message system to keep the communications running and it broadcasts messages as well.

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Scalability

The primary objective in the design was to make sure scalability is extremely cost effective. The core is written in C.

We use a multi-layer server model, where a variety of tasks are distributed and operate in parallel.

Each server is able to handle unlimited instances at the same time.

The servers can independently control decisions taken, the load distribution, and redirection, without manual-intervention by the admin.

The new servers will switch the system on / off. Currently it runs on our own servers. (but we are planning to open the regional services on Amazon) It is enough to expand that part where the load increases, for example, download server, if the load is too high on the update server.

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MARKETING

Cross-Marketing Initiatives

Dedicated channel, multi-platform, multi-social networking. Implemented multi-level marketing

- Bots with AI: Adaptive skill based bots
 - ✓ Bots with more than 50 sentences and AI.
 - ✓ Able to group individual players to play in a party.
- Dedicated channel to reach consumers:
 - ✓ Multiplatform
- Analytic system on admin
- Game contents are fully manageable on the server side

