

# EVOLUTION in the GAMING WORLD

Rick Perrone, Founder & CEO, Gameology and Tournament One

## W GAMEOLOGY®

hen we hear the word evolution, we might think of an animal like the giraffe and how its neck got to be 500% bigger than its original size-taller than the average man in the world's "tallest country"- which scientists believe started out regular size. How does a neck (or anything for that matter) transform so radically, and what does a giraffe neck have to do with the Gaming industry? The first answer is that it doesn't. The transformation is the result of smaller changes, repeated across time to meet current conditions.

Due to environmental conditions, giraffes faced increasing competition for easily reachable vegetation sources. With natural genetic variation, some giraffes had slightly above-average neck lengths and got to eat the few higher up leaves other animals couldn't reach. Over time there was a domino effect. Better nutrition meant better health, which meant more and healthier offspring, increasing the incidence of the long-necked trait in the gene pool. As longer-than-average-necked giraffes mate, the longer-neck trait not only becomes dominant, but with each generation the average neck size grows a little, until finally, we have our six-footed-neck giraffe.

Just as the giraffe had to evolve in complex ways to continue its very existence, so too has the Gaming business.

The difference is that our modern, digital world is in a period of radical transformation. We're asked to quickly adapt to meet new (and sometimes extreme) conditions such as COVID-19. So how can we even fairly use the word evolution in Gaming, when we're operating on a completely different, condensed timeline? Evolve is what we all do every day and what we must do, as our very survival depends on it. It's the path I've followed with Tournament One and Gameology, its evolutionary successor.

## EVOLUTION OF A GAMING COMPANY

I founded Tournament One in 2004 to meet the growing demand for high-quality, engaging content in the nascent online Lottery and Gaming space, with a focus on sports-oriented games. From my 20+ years as a Cable TV Systems owner, I understood the importance of entertaining and engaging content to both attract and retain customers willing to spend



money and time, for the right kind of quality entertainment. Our games went a step further and offered the chance to win prizes.

We've had a number of firsts, such as developing a Rubic's Cube game for IGT and the GA Lottery. With Pop Cap Games (now EA) and IGT, we converted 5 Bejeweled games and 2 Plants Versus Zombie games from skill games to predetermined games with Lottery fixed odds. After the launch of our first Bejeweled game, Debbie Alford, President, Georgia Lottery, said "...just that one game was responsible for producing 25% of all Online E-Instant revenue for the Georgia Lottery." Tournament One was awarded four patents for various gaming mechanics and proprietary algorithms we created for the project.

These are actively used in our games in the marketplace which continue to earn a steady stream of revenue, with multiple titles generating over





progressive jackpot payout timelines, second chance bonus contests and exciting Big Win Celebrations.

Our games are attractive to our customers not only due to the engagement they offer to consumers, but because of the flexibility we've built into our products. We offer variable prize tiers, fixed odds or RNG support, over 25 different patented game mechanics including Strategy, Match, Bingo, Keno and Sports. Games are available on monitor networks, self-service kiosks and consumer devices. Branding and themes are customizable and in-game support is available for multiple languages and currencies. We bring extensive experience integrating our games with proprietary lottery platforms with IGT, Scientific Games and Intralot.

seven figures per month. Sports still play an important role in our company as we continue to build sports-themed games and own trademarks for several sports titles, including the American backyard summer favorite, cornhole!

As part of our evolution, I realized that we needed a distribution capability for our content. The development of technology, such as a streaming system for our horse racing game Race to Riches®, became an integral part of our business. We grew from having multiple servers to host games to a Remote Gaming Server (RGS) for speed of development and integration, connected to a Lottery or casino RGS via APIs to provide access to our game content. Our goal has been to foster play any time, any where and any way with online games for all main consumer device types. We also developed technology to bring our games to lottery terminals, kiosks and gaming machines.

As Lottery evolved to include online play, lottery game distribution was a natural fit for us, as we were already producing online games for casinos.

## EVOLVING INTO GAMEOLOGY

With all of the changes we had undergone as a company, we felt that Gameology®, a trademark we were awarded by the USPTO in 2010 to refer to our game-creation process, better represented the true essence of who we are and what we do. The process isn't just part of our company, it is our company. It describes what we do on a daily basis—create compelling games and the technology that brings them to life.

Our games offer many compelling features for consumers such as state-of-the-art graphics, multiple price points, various

Gameology® has provided games to 8 lotteries to date including Massachusetts, Ohio, Pennsylvania and Washington D.C. We're currently working with the Ohio Lottery and Intralot to produce an exciting Caddy Shack® game.

Our games continue to be great revenue producers as we roll out many exciting NextGen games. We continue to evolve our company every day to meet market demands and adapt to ever-changing conditions. Please reach out to me to learn more about the exciting path we continue to forge, and how our paths might come together! ■

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