

Slot makers listening to gamblers

By Liz Benston, Las Vegas Sun

Slot machine manufacturers, beaten up by gamblers who often complain about tight machines, have redirected their marketing campaign.



Three years into a recession that has decimated discretionary spending, slot makers at last week's premier trade show eagerly showed off their newest creations – and explained how the games aim to offer players more bang for their buck.

Aristocrat Technologies, for example, is developing games that offer a chance to win smaller amounts of money more frequently, allowing wagers to play longer.

Many of these new games are programmed for more frequent bonus rounds – free side games. The company's upcoming "Reel Tall Tales" machines will hit one of five bonus sequences every nine or so spins. Its "Rockin' Olives" machine, designed by Las Vegas pop artist Michael Godard, hits a bonus about one every three spins.

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