

Incline startup helps gaming firms attract mobile audience

By Yun Long, Reno Gazette-Journal

Almost everyone seems to have a mobile app. And if not, they're working on one.

JoinGo, an Incline Village startup established in 2008, offers gaming properties a mobile product that puts them on the ground floor of the smartphone trend – without the substantial investment in technology or workforce that application development typically demands.

“We have “» a one-stop shop solution for the gaming industry in taking care of their mobile needs,” said Alex Kanwetz, JoinGo cofounder and vice president of business development.

The company's mobile application menu allows casinos to customize smartphone apps, and to target and interact with customers in loyalty programs.

Tamarack Junction in south Reno is one of the first clients to launch an app developed from the JoinGo program.

“We wanted to get involved with the upcoming technology to talk to our customers,” said Casey Sullivan, general manager of Tamarack Junction. “JoinGo seems to be one of the better technologies out there.”

JoinGo's program is applicable for any-sized operation, especially for smaller casinos.

“If (the smaller operations) were to go out and build these applications on their own, it would be economically infeasible to do that,” JoinGo CEO Steve Boyle said. “They just wouldn't do it.”

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