

Gaming Expo lacking on innovation

By Ed Komenda, Las Vegas Sun

Call it the year of movie-themed moneymakers.

Gambling insiders expect this year's Global Gaming Expo to be light on breakthroughs but heavy on pop culture. The convention's most-anticipated games this year center around popular movies and pop stars of the last century.

And while the subjects are wildly popular, analysts say manufacturers' growing reliance on such a tried-and-true formula dampens investors' interest in the industry.

"The show is becoming a little less mandatory," said Chad Beynon, an analyst with Macquarie Research in Manhattan. "Now, so many of the companies are coming up with products similar to their peers."

G2E opened today at the Las Vegas Sands Convention Center.

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