

Online poker companies know where players are

By Ed Komenda, Las Vegas Sun

People call him the “sheriff of online gambling,” but Rip Gerber says he’s more like border patrol.

As CEO of Locaid, a San Francisco technology company, Gerber makes sure gamblers are where they say they are. Locaid verifies the location of online gamblers for Ultimate Poker, William Hill and the newest entrant into Nevada’s online poker industry, the World Series of Poker.

On what Locaid does ...

We are the world’s largest location company. We created what’s known as “location as a service.” We provide location information to all industries, from financial services to health care to hospitality and gaming.

What the regulators are saying about mobile and Internet gaming is, “I’m OK with it as long as you can verify that that person placing the bet on that device is in my state.” What we do is locate those devices.

On how his company locates devices ...

We can locate more than 5 billion devices anywhere on the planet through multiple location sources.

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