

Casinos look to video games to draw millennials

By Laura Parker, New York Times

Forget slot machines and money wheels. American casinos may soon look more like video game arcades.

In February, Nevada and New Jersey passed legislation allowing for the introduction of skill-based games in casinos as a way to draw in younger players. Imagine “Angry Birds” and “Candy Crush” machines next to a high-stakes poker table at Bellagio.

The idea is that one day, different types of skill-based games will exist on casino floors, including games that look and feel more like console video games, from shooters to racing games.

They could be games where single players go against the house, cooperative games like blackjack, or player versus player games like poker. Eric Meyerhofer, the chief executive of Gamblit Gaming, a California company that makes skill-based games for casinos, said the biggest attractions could even be well-known franchises like “Call of Duty.”

“It won’t be a sea of slot machines. You’ll see smaller, more intimate areas with specialized themes,” he said.

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