

Why some slot machine themes just don't work

By Thomas Moore, Las Vegas Sun

You would think it would be a sure-fire hit in Nevada; a slot machine with a Frank Sinatra theme.

It was unveiled in 2001 when then-Las Vegas Mayor Oscar Goodman, along with Sinatra's daughter, Tina, made Dec. 12 Frank Sinatra Day.

But sometimes, what seems like a great slot theme just doesn't pan out, industry experts say.

Olaf Vancura, vice president of game development for slot maker Mikohn Gaming (which eventually became part of IGT) and other gaming companies, said gameplay is paramount. To be successful, a slot machine must offer players entertainment and escape, Vancura said. If it doesn't, no theme will save it, he added.

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