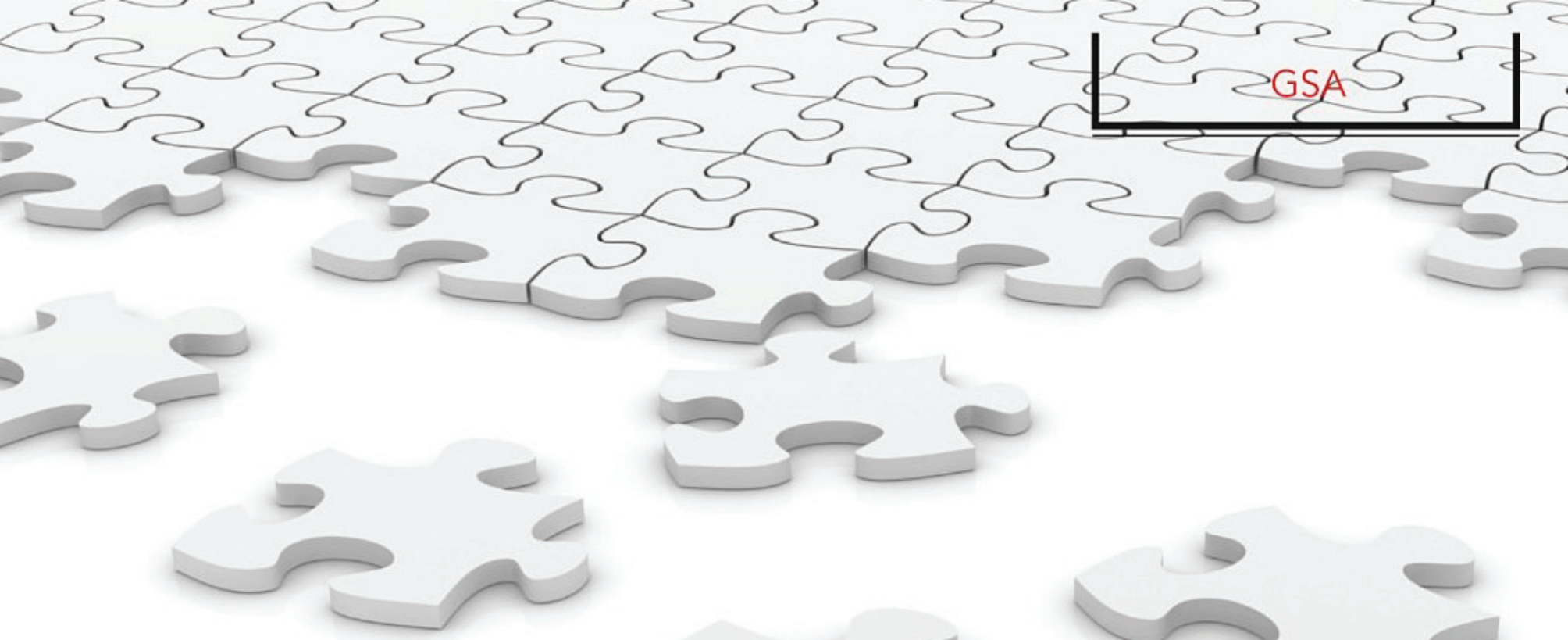

THE GAMING STANDARDS ASSOCIATION (GSA)

AN INTERNATIONAL NON-PROFIT TRADE ASSOCIATION THAT CREATES BENEFITS FOR GAMING MANUFACTURERS, SUPPLIERS, OPERATORS, AND REGULATORS WORLDWIDE.

Peter DeRaedt, President of the GSA

GSA began to take form during the World Gaming Congress & Expo in Las Vegas in 1996, when Acres Gaming founder John Acres addressed a group of attendees representing some of the industry's largest equipment suppliers about the issues pertaining to communication standards. GSA was incorporated in May of 1998.

Since then, GSA has grown to become an international 60+ member strong organization with an increasing global reach. Today, GSA is the leading standards forum for driving and advancing innovation for the gaming community, and promoting the identification, definition, development, and implementation of open standards that enable ingenuity, education, and communication for the benefit of the entire gaming industry. The latest step in promoting GSA open standards resulted in the establishment of a mutually beneficial working relationship between GSA and the European Casino Association (ECA), a non-profit member organization

and the representative voice of the European casino industry.

GSA open standards allow various hardware and software components to seamlessly work together. This means that manufacturers can leverage standards already in place as well as increase market opportunity, and operators gain access to GSA certified products that enable interoperability across vendors.

Roulette wheel

Additionally, by implementing GSA open standards, operators will benefit from a true open standard that offers sustainability and transparency as well as a quicker response rate to any changes in the existing system. By using existing standards and thus reduce development costs and time to market, manufacturers will be able to free up their resources and focus on building unique capabilities.

Currently, GSA offers the following three open standards:

The Game to System (G2S) standard is based on proven computer industry standard technologies such as Ethernet, TCP/IP and XML which will allow the industry to migrate to downloadable games and other new technology, such as client / server games, Intranet and Internet environments, while still maintaining the games of today, well into the future.

The Gaming Device Standard (GDS) protocol is GSA's USB-based serial protocol used to connect gaming devices with peripheral devices such as printers, note acceptors, and card readers. The GDS protocol combines the powerful plug-and-play capabilities of USB 2.0 with the ability to download new firmware to peripheral devices. GDS is fully USB-

Standards-based equipment allows manufacturers to innovate and build games and programs targeted to customer preferences

compliant and is based on USB's Human Interface Device class definition.

The System to System (S2S) communications protocol helps untangle the jumbled web of casino back-of-house network interfaces, and provides a common server-to-server communication protocol that allows manufacturers to develop a single communications interface for connecting any number of servers. The S2S protocol also enables operators to connect with servers outside of the physical casino, simplifying connectivity with local business partners, across jurisdictions, or across casino locations over a wide-area network.

Standards-based equipment allows manufacturers to innovate and build games and programs targeted to customer preferences. On the operator side, adoption and implementation of gaming standards can help decrease costs by giving operators more effective and efficient tools to manage, analyze, and evaluate the productivity and profitability of their

casino operations.

GSA certification is in place and is being requested by numerous operators in multiple RFPs around the world. In 2010, two of the largest, newest, and hottest casino resorts on the Las Vegas strip implemented GSA standards throughout their casino floor.

The latest step in promoting GSA open standards resulted in the establishment of a mutually beneficial working relationship between GSA and the European Casino Association (ECA)

By joining GSA, all members – operators and manufacturers alike - will enjoy increased market share through open standards and be able to address the specific business requirements of operators, regulators, and manufacturers; influence the future by helping to create and develop standards; shape the industry through involvement in committee meetings; support interoperability through the creation of product certification; and network and forge new business relationships with industry peers.

For any questions regarding GSA Standards or GSA membership, please visit our website, www.gamingstandards.com or contact us directly at sec@gamingstandards.com.

STATISTICS

GAMING STANDARDS ASSOCIATION

Type: **GSA**

Location: **Fremont, CA**

Founded: **1998**

Key People:
Peter DeRaedt, President

Currency: **US Dollar**

No. of members/listings: **60**

Website:
www.gamingstandards.com

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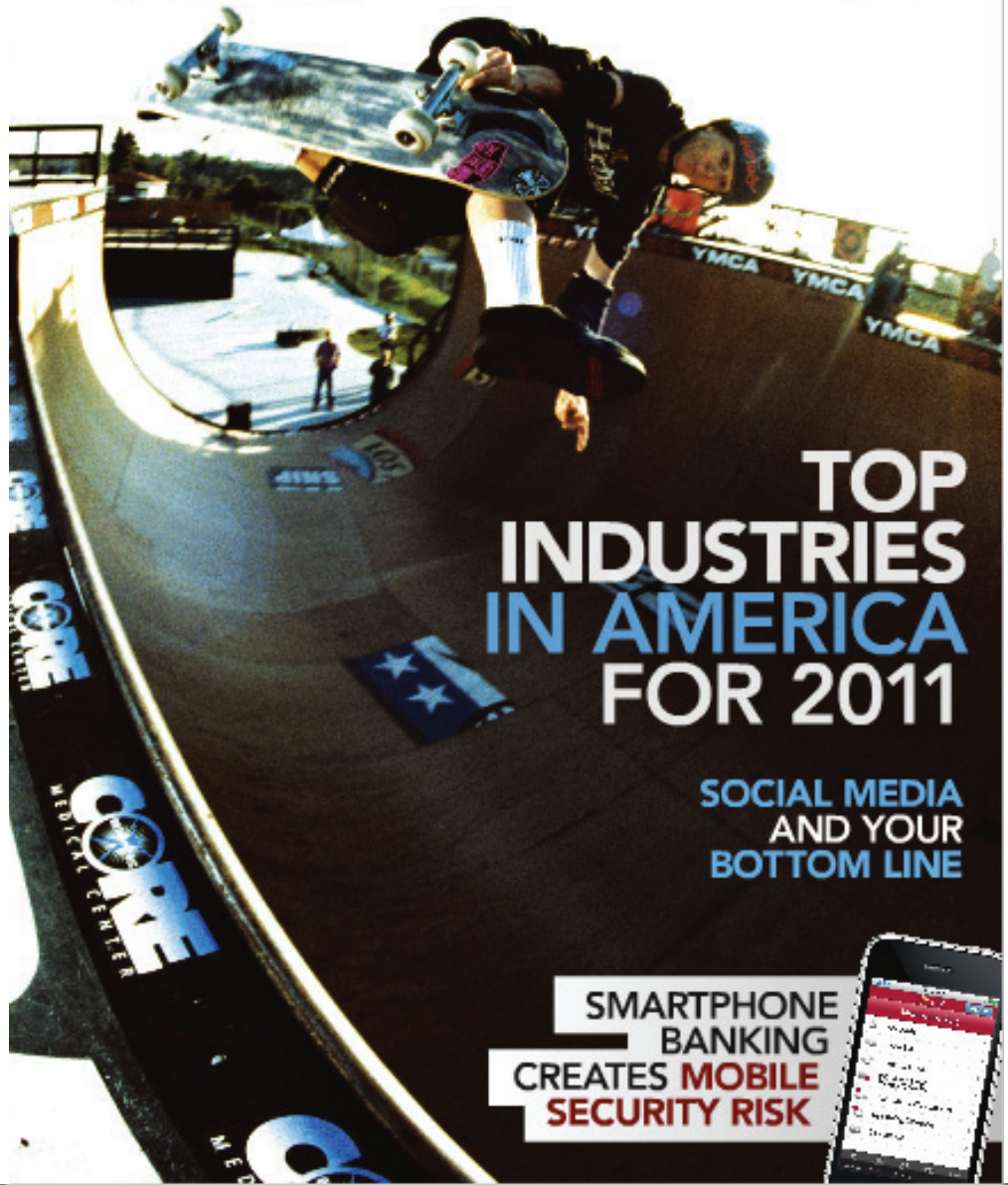

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