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Chinese slot themes working worldwide for Sci Games

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Scientific Games Corp, a global supplier of casino games and lottery services, says it is capitalising on the success – outside as well as inside Asia – of its Chinese-themed slot products.

"We are expanding our game development labs on the slots side, globally – and continuing our Chinese-theme lines," confirmed Ken Jolly (pictured), the group's managing director for Asia, in comments to GGRAsia.

He was speaking on the firm's stand at the recent MGS Entertainment Show, a casino trade exhibition and conference held in Macau.

"If you go back to 'Duo Fu Duo Cai' it was designed for Macau, and now it's a product all around the world and successful all around the world," Mr Jolly explained, referring to a slot machine games series encompassing progressive jackpots and a popular game jackpot feature, the "Fu Babies".

"Jin Ji Bao Xi", also designed for Macau, is also going global as well," he noted, referring to another popular Chinese-themed game series. At the start of this year, Scientific Games announced it had launched the series in so-called "Class III" – i.e., commercial casino – markets [in North America](#).

Players outside Asia – not only among the Chinese diaspora worldwide – were "adopting" the Chinese-themed games, the executive believed.

A possible reason was that there was no substitute for "great maths" on games; something those products had, Mr Jolly noted.

"One of our mathematicians is extraordinarily good – particularly when it comes to [game] concepts and volatility," he told us.

Industry commentators often mention that game volatility – that can involve sudden bonuses or jackpots without extended periods of play, sometimes followed by certain periods without reward – is popular among players in the Macau market.

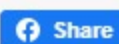
Volatility in games had "played a more important role" in the Macau market than "in more mature markets," noted Mr Jolly.

He outlined that while Singapore's two casinos – which opened in 2010 – had not been in the regional market as long as the first new resorts opened in post-liberalisation Macau, "a lot of the influence" in slot play in Singapore came from the city-state's clubs market or from Malaysia's single-resort setup. This meant Singapore was a "much more mature market" for slots, and "volatility is not as important there".

At MGS Entertainment Show 2019, Duo Fu Duo Cai was presented on Scientific Games' recently-launched DualosX cabinet (also pictured).

The platform features a 27-inch main screen, 27-inch top screen and 27-inch topper, and runs the new ArgOS operating system used globally in the group's slots and electronic tables products.

DualosX was already "live [in the Philippines](#)," and the firm has done the first deliveries of the platform for the Macau market, Mr Jolly confirmed, without identifying specific properties.



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