

### Facial Recognition Aids Casino Loyalty Program

#### The Challenge:

In this day and age of high technology, how does the gaming industry reward its best customers? Excellent customer service through personalization is the new industry buzzword.

Two years ago, System AV, a Japan-based integrator specializing in delivering security solutions and services to the gaming industry, was looking for a system to help *pachinko* operators target their frequent customers. The objective is to provide a better, more personalized experience for the customer, and more revenue for the *pachinko* parlors.

*Pachinko*, widely popular in Japan, is a cross between pinball and slot machines.

#### The Solution:

System AV found the solution in facial recognition when it integrated Facelt technology into custom gaming applications for the *pachinko* industry.

“The application will help System AV’s customers increase sales by gathering strategic customer information to personalize offers and rewards to players. In addition, facial recognition technology will be used to help screen against watch lists of individuals who are banned in casinos,” says Frank Wu, CEO of PinnacleSoft Technologies, the L-1 value-added reseller responsible for this deployment. .

The integration of Facelt technology started in 2004 when Mr. Wu met with System AV at a trade show in China. The gaming industry systems integrator wasted no time in inviting three companies including PinnacleSoft to a product demonstration. System AV chose Facelt technology based on its superior algorithm.

“They went with us in the end because of the high degree of accuracy and the software’s flexibility in allowing them to create a highly customized application for a very specialized market. Their developers and programmers were immediately at ease with the SDK the moment they started playing with it,” adds Mr. Wu.



## CASE STUDY

Soon after the award of the project, System AV began piloting the system in one Tokyo *pachinko* parlor. The project is set to be rolled out in June in at least 300 casinos all over Japan.

### **About Facelt® Technology**

The eighth generation of Facelt technology improves on already exceptional matching ability by combining top-performing face recognition algorithms from L-1's Secure Credentialing and Biometrics Solutions divisions. The result is a multi-pass security solution that significantly improves search and hit rates to become the top performer in the industry. Each layer adds to the overall results of identifying and verifying individuals – even between twins.

### **About L-1 Identity Solutions**

L-1 Identity Solutions, Inc. (NYSE: ID), together with its portfolio of companies, offers a comprehensive set of products and solutions for protecting and securing personal identities and assets. Leveraging the industry's most advanced multi-modal biometric platform for finger, face and iris recognition, our solutions provide a circle of trust around all aspects of an identity and the credentials assigned to it -- including proofing, enrollment, issuance and usage. With the trust and confidence in individual identities provided by L-1 Identity Solutions, government entities, law enforcement and border management agencies, and commercial enterprises can better guard the public against global terrorism, crime and identity theft fostered by fraudulent identity. L-1 Identity Solutions is headquartered in Stamford, CT. For more information, visit [www.l1id.com](http://www.l1id.com).