Why Smart Cards for Gaming & Hospitality?
From TITO to Smart Cards

Because With a Smart Card, One Card Does It All

Only smart cards can unite hotels, gaming floors, restaurants, shops, and websites onto a single multi-functional card capable of:

- Non-reputable Player Identification
- Transacting and Storing Real Value
- Replacing TITO for Cashless Gaming
- Intelligent Player Tracking
- Secure Key Cards in Hotel Casinos
- Personalized Player Rewards

Smart Cards Replace Multiple Transaction Mechanisms with a Single Card to Lower Costs, Increase Revenue and Reinforce Property Branding

CardLogix Smart Cards are quickly replacing TITO (Ticket-in, Ticket-out and other low security, low memory cards for Cashless Gaming due to:

- More Revenue: Increased Float and Breakage
- Lower Maintenance and Consumable Costs
- Stronger Player Loyalty = More Spending
- Secure, On-Card Storage of Personal Data and Value
- Responsible Gaming with Spending Limits
- Multiple Applications on One Card

CardLogix Smart Cards Give You Zero Chargebacks and Stronger Security for Online Play

Only CardLogix smart cards enable on-card storage of biometric data for multi-factor gaming authentication and non-reputable e-signature authentication for payment transactions.

How does stronger player identity aid gaming operations?

- Lower Transactional Costs = Higher Profits
- Robust Player Authentication for Online Play
- Responsible Gaming controls
- Enables Mobile Betting
- Gaming Compliance

Call us today for a one-on-one discussion on your system requirements.

Comparison of Technologies for Gaming

	TITO	Magnetic Stripe	PROX Card - EM et al.	SLE 4442 / 5542	MIFARE Memory Cards	CardLogix M.O.S.T. C5 Contact Smart Cards	CardLogix M.O.S.T. C6 Contactless Smart Cards
Downside / Security Risks	Cloneable	Cloneable	Cloneable	Cloneable	Cloneable	None	None
Interface	Barcode	Magnetic stripe	Contactless	Contact chip	Contactless	Contact chip	Contactless
Cost (In USD, at 10,000 units, with cards printed 4/1)	$0.009	$0.35	$2.25	$0.68	$0.95	$0.99	$1.15
Read (Bytes)	16 bytes	120 bytes	8 to 64 bytes	256 bytes	1,000 to 4,000 bytes	4,000 to 80,000 bytes	4,000 to 92,000 bytes
Write (Bytes)	N/A	N/A	N/A	256 bytes	1,000 to 4,000 bytes	4,001 to 80,000 bytes	4,002 to 92,000 bytes
Required Ecosytem Architecture	Server-centric	Server-centric	Server-centric	Server-centric	Server-centric	Decentralized, synchronized, or server-centric	Decentralized, synchronized, or server-centric
Multiple Applications on Card	✘	✘	✘	✘	✘	✔	✔
Player Tracking ID (Location-Based) Card Present Transaction	✘	✔	✔	✔	✔	✔	✔
Player Tracking ID (Online) Card Present Transaction	✘	✘	✘	✘	✘	✔	✔
Cashless Gaming (Location-Based) Card Present Transaction	✘	✔	✔	✔	✔	✔	✔
Cashless Gaming (Online) Card Present Transaction	✘	✘	✘	✘	✘	✔	✔
Room Keys / Key Cards	N/A	Cannot use the same stripe for player tracking and room key	N/A	N/A	Some locks (single purpose only)	Reliable and multi-purpose	Reliable and multi-purpose
Age Verification / Biometric Use	N/A	N/A	N/A	N/A	N/A	Non-reputable age verification	Non-reputable age verification
Responsible Gaming / Controls	✘	✘	✘	✘	✘	✔	✔

Additional technical details about how smart cards work can be found at smartcardbasics.com

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