Cashless Gaming Evolution
From TITO to Smart Cards

Cashless gaming is evolving as the market and regulatory organizations become more familiar with alternative approaches to transacting money. What began with coins and paper money, led to TITO (Ticket-in Ticket-out) and barcoded vouchers. While this is the most commonly used cashless technology today, markets are now adopting alternatives. More and more casinos are looking toward smarter solutions that offer greater returns and lower costs. Smart card use for cashless gaming is a growing trend that is being implemented in many parts of the world. This state-of-the-art technology, initially used in Secure ID and Telecom markets, offers higher security, greater functionality and higher returns to the gaming industry.

The move to TITO technology was an important advancement in the evolution of cashless gaming, streamlining the process of monitoring and issuing players' winnings. In addition to further streamlining this process, smart cards have revolutionized the way money and information is stored and used.

TITO Disadvantages

- Single functionality without any interaction with player tracking or marketing programs
- Consumables (Paper, Printheads) need constant replenishment and maintenance
- Casinos realize little or no float and breakage; tickets are redeemed and balances cleared
- Tickets are easily lost
- Tickets are insecure; Anyone who finds one can access the value
- Labor costs associated with ticket dispenser maintenance

The Smart Card Advantage

Smart cards are rapidly replacing TITO systems globally and are being adopted in the gaming industry for more than just cashless gaming. Many of the top slot and game manufacturers have integrated solutions to implement as the regulatory environment in each market changes.

These solution sets are led by companies like International Games Technology (IGT), Spielo, GameSmart, Betstone, and other industry leaders. Many third party OEM add-on equipment manufacturers and casino operators have also employed smartcard technology for Player Club cards as well. With smart cards, the cards leave with the customer versus a ticket that gets thrown away after cash-out. The advantages of implementing CardLogix smart card technology include:

- Increased revenue from float on unspent balances
- Income from breakage on balances never redeemed
- Multi-functionality: Smart cards can incorporate cashless play, room access, promotions, and identity verification for online play
- High level of smart card and software security enables authentication on multiple networks and value stored in the card
- Branding with permanence and durability: Players keep the card as an essential part of their casino visit
- Operational cost reduction

Many governments are looking at smart card-based systems for reducing problem gaming, by having the card carrying self-exclusions or limits on wagers. Worldwide, many jurisdictions have either put in place or are considering card-based methods as regulatory compliance continues to evolve.