Cashless Gaming Evolution
From TITO to Smart Cards

Cashless gaming is rapidly evolving as the market becomes more familiar with alternative technologies that store and transact value. While TITO (Ticket-in, Ticket-out) was an important advancement that helped automate cashiering and reduce machine downtime, its limitations and high operating costs are becoming increasingly apparent. Smart cards, which contain embedded microprocessor chips, are gaining momentum as the preferred technology for managing players' winnings due to their advanced capabilities and lower total systems costs. With years of proven success in South Africa, Central America, and many other parts of the world, a growing number of casino operators and suppliers are turning to smart card-based solutions that incorporate cashless gaming, player tracking, rewards, and more on the same card.

The Smart Card Advantage

- Intelligent player tracking and personalized rewards
- Dramatic reduction in operating and consumables costs
- Trusted payment transactions with zero chargebacks
- Casino branding with refillable stored value cards
- Additional income from float and breakage
- Player authentication and responsible gaming limits
- Multiple applications with one card that travels with your guests

TITO Disadvantages

- High maintenance, labor, and consumable costs
- Single functionality: no player tracking or rewards
- Casinos earn little to no income on float or breakage
- Not secure and not bound to player identities
- Costly TITO licensing and royalty fees per machine

Lower Total Cost of Ownership

Although a smart card costs more than a TITO ticket, operators are saving thousands of dollars by switching to smart card-based systems. While a ticket is used once and thrown away, a smart card can be reused for hundreds of thousands of transactions. Consumable and maintenance costs skyrocket as transactions increase. TITO machines require constant repairs and maintenance to replenish paper. Add extra software, royalties, and hardware to the mix and TITO proves to be exponentially more expensive over time.

Smarter Player Tracking and Loyalty Programs

Unlike TITO and barcode vouchers, CardLogix smart card technology combines cashless gaming with detailed player tracking. Smart Players Cards personalized for each guest allow casinos to identify their most valuable customers and track spending habits in order to build targeted marketing and custom rewards programs. The cards are casino-branded, loaded with credit balances, and carried in guests' wallets. These balances can be redeemed or used at nearby restaurants and store affiliates.

Multiple Applications

The same Players Card can be used for responsible gaming limits, room access, spending, and online-age verification. CardLogix smart cards properly authenticate players and payment transactions to avoid costly chargebacks and enable trusted offsite purchases. Many jurisdictions are already requiring or evaluating card-based systems that identify players and carry self-exclusions or limits and wagers to reduce problem gambling.

GAMING

Smart Cards vs. TITO for Cashless Gaming and Player Tracking — Review Your Total Cost of Ownership

CardLogix Smart Cards		TITO (Ticket-In, Ticket-Out)	
Cost of Licenses / Royalty Fees			
License/royalty fees do not apply to smart card technology	$0	IGT and/or Bally's License cost per machine for use of TITO technology	$1,200.00 - $3,000.00
Cost of Slot Machine Hardware			
Complete Player Tracking Unit includes smart card reader, key pad, display, CPU, power supply, and loom	$1,350.00	Includes barcode, printer, bill validator, keypad, blanking plates, mounting bracket, and harness	$1,609.00
Cost of Slot Machine Software			
Includes core module, casino administration, slot accounting, cashless, loyalty and player rewards, treasury, surveillance interface, count room interface, progressive jackpots, and mystery module	$600.00	EZ Pay™ license fee (This is a cash replacement solution for the floor and runs "on-top" of a separately purchased monitoring / accounting system)	$325.00
Installation	$100.00	Installation	$408.00
Total Cost per Machine	**$2,050.00**	**Total Cost per Machine**	**$2,342.00**
Cash Desk Software and Hardware Costs			
Smart Card Reader	$100.00	TITO Ticket Reader	$160.00
Average number of readers required per cash desk (1 reader required per drawer)	4	Average number of readers required per cash desk (1 reader required per drawer)	4
Slip Printer	$490.00	No Slip Printer Required	$0
Cost of Cash Desk Software (Already included in Software Package above)	$0.00	Cost of Cash Desk Software Including VRT Kiosk Interface License	$3,840.00
Total per Cash Desk	**$890.00**	**Total per Cash Desk**	**$4,480.00**
Consumable Costs			
Cost per 1,000 Transactions	$0.0022	Cost per 1,000 Transactions	$7.53
Smart Card Cost	$1.10	TITO Ticket Cost	$0.01
Smart Card Number of Writes	500,000	TITO Number of Writes	1
Cost per Smart Card Write	$0.0000022	Cost per TITO Ticket Write	$0.01
Daily Operating Costs			
Support, maintenance, and upgrades	$0.53	Support, maintenance, and upgrades	$38.00

- TITO systems are substantially more expensive than CardLogix smart card-based solutions.
- The dollar amounts above were estimated using average costs in the marketplace.
- Your system costs may vary based on volume, service agreements, and revenue share programs

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