



## **CardLogix and GameSmart Showcasing Cashless Play at ICE 2013 Tradeshow**

**London, February 2, 2013** – CardLogix, a leading provider of smart cards and solutions to the Gaming Industry, announced today that it is showcasing a cashless gaming solution from its Smart Partner GameSmart at the Totally ICE tradeshow at ExCel Centre, 2/5-7 in London. In space S11 250, CardLogix is demonstrating smart cards, biometrics, and other system components that maximize multiple casino operations. With a single smart card, operators can enhance Players Club, cashless play, secure access, loyalty, and online gaming.

The next step in gaming is cashless and ticketless. GameSmart's modular Gaming Management System and CardLogix smart cards combine to offer the premier solution that is in play today.

### ***The Evolution from TITO***

The CardLogix/GameSmart solution is the next logical step in cashless play replacing TITO. Now, instead of paper tickets, winnings are managed and redeemed with the insertion of a smart card-based Players Club Card. Just like the evolutionary step in the industry that replaced cash and coin with TITO, this solution adds better management, security, and player satisfaction to slot play. As operators increasingly look for ways to optimize operations and increase revenue, a smart card-based gaming system offers the following advantages:

- Elimination of paper tickets, consumables, printers, and the labor and material to repair/replace them
- A more secure way to win: No lost, stolen bar code tickets that can be used by anyone
- Increased revenue from interest earned on unspent balances
- Revenue from breakage on unredeemed balances
- Greater player engagement; The card remains with the player and has many other uses

The GameSmart Cashless Casino solution, in addition to the above, integrates easily into most gaming environments, and enables comprehensive data reporting and reconciliation. The companies have partnered up to provide this newest generation of products to replace TITO in many casinos throughout Africa, where GameSmart is based, and the world.



### ***About CardLogix Corporation***

CardLogix was founded in 1994 and secures digital identity with smart cards, software, and biometrics for the safe transaction of data and value. CardLogix smart cards and software are used throughout the Gaming Industry for Players Club, cashless play, hotel room access, loyalty, and online age verification. The company works with technology partners, creating complete solutions for the most urgent security needs of business and government. For more information, please visit [www.cardlogix.com](http://www.cardlogix.com), e-mail [sales@cardlogix.com](mailto:sales@cardlogix.com), or call +1 949-380-1312.

### ***About GameSmart***

GameSmart is a leading information technology business focused on the design, development and distribution of management and monitoring systems, both hardware and software, to the casino industry. For more information, please visit [www.gamesmart.co.za](http://www.gamesmart.co.za), e-mail General Sales at [sales@gamesmart.co.za](mailto:sales@gamesmart.co.za) or Dennis Meyer, Director Operations, at [dennis.meyer@gamesmart.co.za](mailto:dennis.meyer@gamesmart.co.za).

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