

## **Iverson Gaming Develops “Virtual ATM” Smartphone App that Links Personal Checking Account to Slot Machine**

*Mobile App Leverages Account Based Gaming Functionality to Allow Players to Transfer Funds between Personal Checking Account and Any Gaming Location*

Iverson Gaming has developed a mobile app that automatically links the player's smartphone to their slot machine, and mirrors the slot machine's player tracking display right onto the player's personal phone. Rewards Points, Tier Status, promotions, and Request Host functionality is all right there on the player's own phone.

The “Virtual ATM” functionality of the app allows players to use their smartphone to transfer funds securely and easily right onto the slot machine. From their mobile phone, guests can electronically transfer funds back and forth between the slot machine and their personal checking account, their casino account, their “paperless ticket” account, or their promotional credit account.

Iverson has strategically designed the Account Based Gaming functionality to work within existing jurisdictional frameworks and to stand side-by-side with existing systems, giving operators a quantum leap in functionality by leveraging technology and protocols that are already in use today.

Players get the social experience they came for; Marketing gets to send customized messages to the right player, at the right time—whether they're at the slot, the gift shop, or...at home in the shower.

Iverson Gaming: Player Tracking for a mobile world.