

Facial Recognition Aids Casino Loyalty Program

The Challenge:

In this day and age of high technology, how does the gaming industry reward its best customers? Excellent customer service through personalization is the new industry buzzword.

Two years ago, System AV, a Japan-based integrator specializing in delivering security solutions and services to the gaming industry, was looking for a system to help *pachinko* operators target their frequent customers. The objective is to provide a better, more personalized experience for the customer, and more revenue for the *pachinko* parlors.

Pachinko, widely popular in Japan, is a cross between pinball and slot machines.

The Solution:

System AV found the solution in facial recognition when it integrated Identix Facelt technology into custom gaming applications for the *pachinko* industry.

“The application will help System AV’s customers increase sales by gathering strategic customer information to personalize offers and rewards to players. In addition, facial recognition technology will be used to help screen against watch lists of individuals who are banned in casinos,” says Frank Wu, CEO of PinnacleSoft Technologies, the Identix value-added reseller responsible for this deployment. .

The integration of Facelt technology started in 2004 when Mr. Wu met with System AV at a trade show in China. The gaming industry systems integrator wasted no time in inviting three companies including PinnacleSoft to a product demonstration. System AV chose Facelt technology based on its superior algorithm.

“They went with us in the end because of the high degree of accuracy and the software’s flexibility in allowing them to create a highly customized application for a very specialized market. Their developers and programmers were immediately at ease with the SDK the moment they started playing with it,” adds Mr. Wu.

Soon after the award of the project, System AV began piloting the system in one Tokyo *pachinko* parlor. The project is set to be rolled out in June in at least 300 casinos all over Japan.

About Facelt® Technology

Identix Facelt technology is based on the leading local feature analysis (LFA) algorithm, which has been validated in independent government evaluations. Facelt technology has been deployed worldwide in government, commercial and law enforcement applications. Now, Facelt is the only face recognition technology to utilize the microfeatures of the skin for maximum accuracy.

About Identix Incorporated

Identix Incorporated (Nasdaq:IDNX) is the world's leading multi-biometric technology company. Identix provides fingerprint, facial and skin biometric technologies, as well as systems, and critical system components that empower the identification of individuals in large-scale ID and ID management programs. The Company's offerings include live scan systems and services for biometric data capture, mobile systems for on-the-spot ID, and backend standards-based modules and software components for biometric matching and data mining. Identix products are used to conduct background checks, speed travel and commerce via secure identification documents, prevent identity fraud in large-scale government and civil ID programs, and control access to secure areas and networks. With a global network of partners, such as leading system integrators, defense prime contractors and OEMs, Identix serves a broad range of markets including government, law enforcement, gaming, finance, travel, transportation, corporate enterprise and healthcare.