

News



New Jersey
Office of the Attorney General

NEW JERSEY DEPARTMENT OF LAW & PUBLIC SAFETY

Paula T. Dow, *Attorney General*

Division of Gaming Enforcement

David Rebeck, *Acting Director*

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Contact: Lisa Spengler
(609) 317-6201
lisa.spengler@njdge.org

Approved New Jersey First Submission Goes Live at Golden Nugget

ATLANTIC CITY — The first slot monitoring and promotional system of its kind recently became operational in New Jersey. It is not only the first of its kind in the New Jersey gaming industry but also the first system approved under the recent legislative change referred to as “New Jersey First.”

The “New Jersey First” provision in law S-12, effective February 1, 2011, was designed to revitalize the gaming and tourism industries in Atlantic City by bringing the newest and most exciting products to Atlantic City prior to any competing market. It permits the use of a new product after only 14 days if it is submitted to New Jersey before any other jurisdiction.

“We saw technology that had the potential to improve casino operations and change the way casinos market to their customers and we wanted to do our best to have Bally Technologies’ latest and greatest system in Atlantic City. With the New Jersey First provision we were able to expedite the approval process while maintaining public confidence and trust in the integrity of the system,” said Acting Director Rebeck.

The installation and field trial approval of SDS and CMP (slot data system and casino marketplace) was a joint project between Bally Technologies, Golden Nugget Atlantic City, White Sands Consulting and the Division of Gaming Enforcement.

Under New Jersey First, Golden Nugget Atlantic City, which recently purchased the Trump Marina, was able to move ahead with technology faster and offer flexibility in marketing by customizing promotions, award points and comps based on patron’s play shortly after opening.

The new system is a sophisticated promotional system which manages the entire casino operation from slot machine monitoring and accounting, revenue reporting for table games, issuance of vouchers and patron promotions. It is a brand new slot monitoring and promotional system that no other state has in operation.

Rebuck said, "I commend the Technical Services Bureau and Regulatory Enforcement Bureau for their exemplary performance in working with Bally Technologies, Golden Nugget Atlantic City and White Sands and in ensuring full compliance with New Jersey regulations."

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