

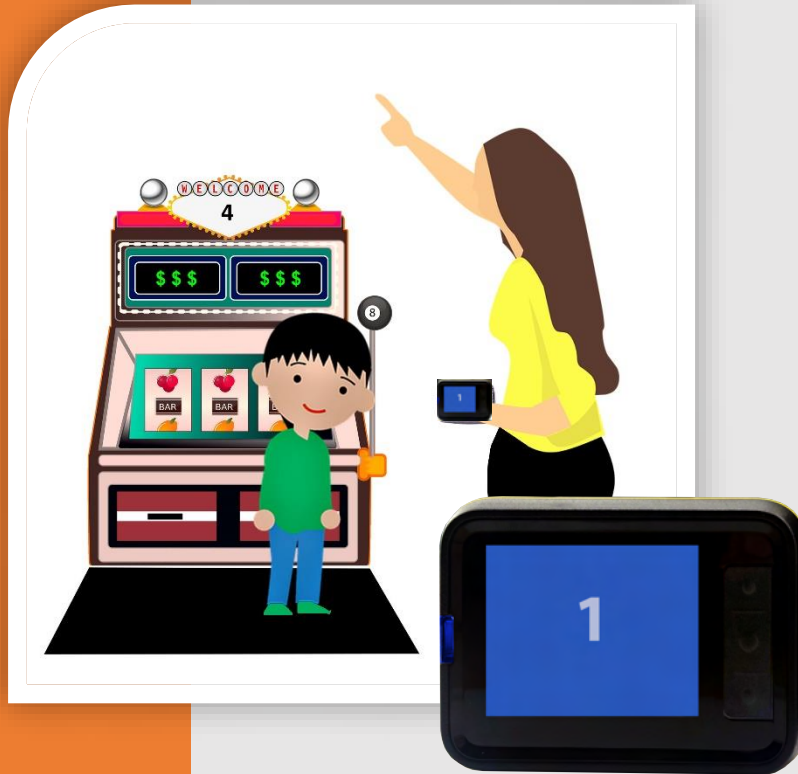


ChallengeCall™

PREVENTION OF UNDERAGE GAMBLING



Fruit Machine & FOBT Machines Wireless ChallengeCall™ System



Why is challenging fruit machine users important?

The gambling commission in the United Kingdom insists that operators of fruit machines, FOBT machines (fixed odds betting machines), or other gambling machines must implement policies to prevent underage gambling on their premises.

You will be inspected by local authorities in order to ensure that you are adhering to licensing conditions and codes of practice. You may lose your license if you fail to adhere to these requirements.

What is ChallengeCall™?

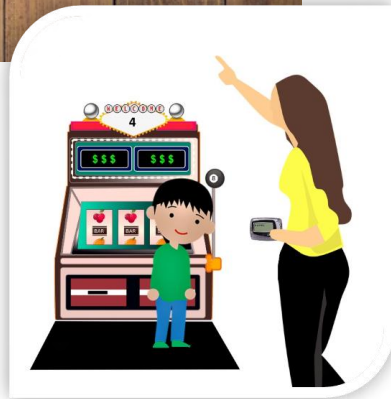
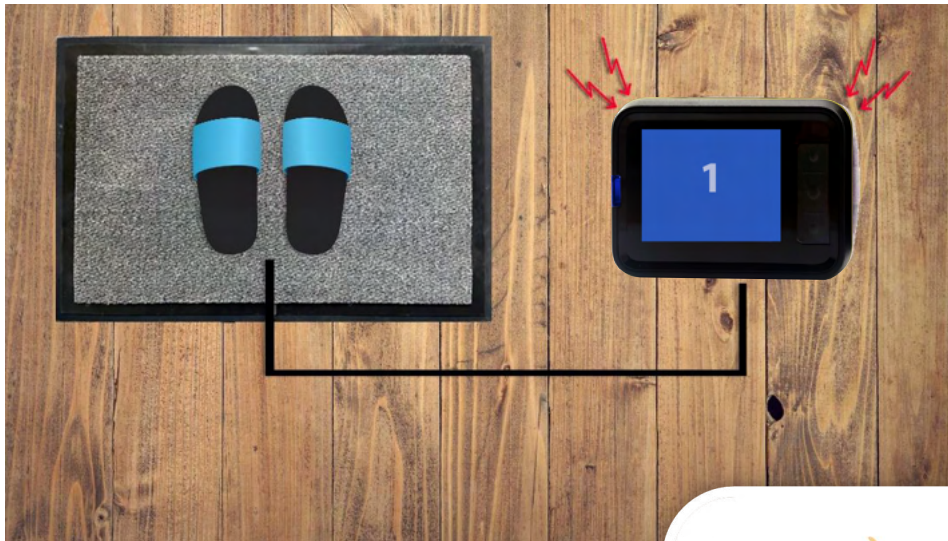
In a pub or bar environment, there is a challenge of preventing underage individuals from playing on gambling machines.

However, now things have changed. We have developed a solution that can detect when someone is about to gamble so that you can quickly check if they are underage and take proper action if necessary. Your license for class C or D fruit machines and FOBT machines on-premise could be revoked if underage gamblers are on the machine.

ChallengeCall™ matts can be placed in front of fruit machines or FOBT machines so that when someone stands on the matt, staff are notified so they can quickly check if they need to be asked for proof of ID.



How it works



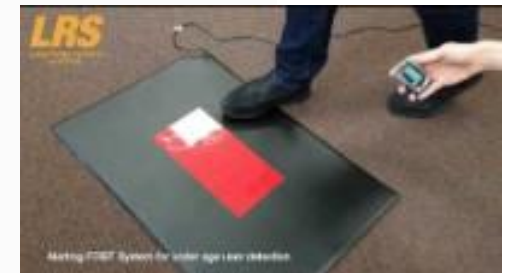
Prevention of underage gambling with ChallengeCall™

We have developed a new solution that can tell you when someone is about to gamble so you can quickly check to see if they are under age and to take the appropriate action as necessary.

When a person stands on a matt in front of a machine about to bet, it alerts staff via an LRS 4 line alpha pager. Once staff members are made aware, they can ask for proof of ID if necessary to prevent underage gambling on your premises.

Do not worry about the walk-by traffic, staff are only notified if someone has been standing on the matt for three seconds or more. The time scale is custom to your needs.

Check out this demonstration of the ChallengeCall matt -



The Law

The state of underage gambling in pubs and bars

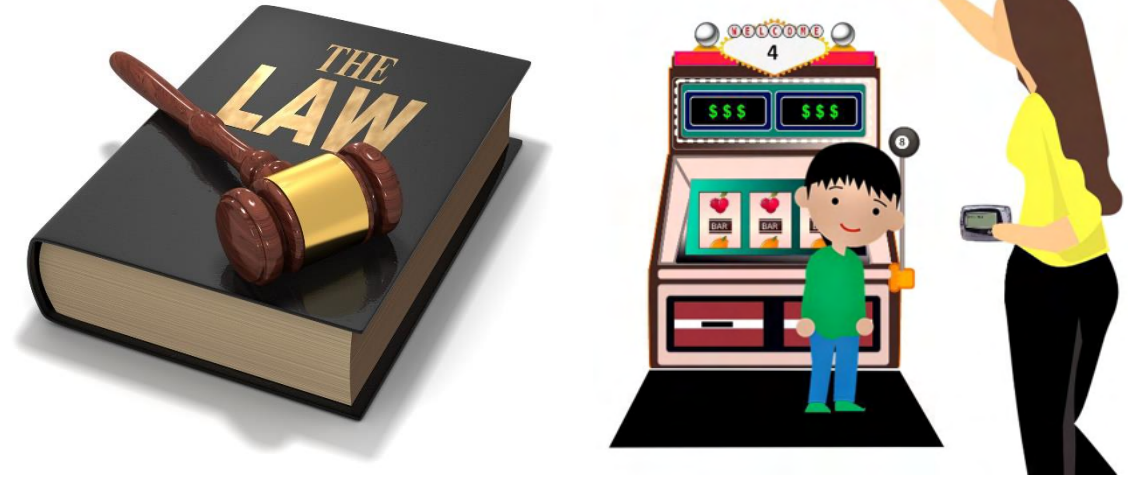
It's a little-known fact that 9 out of 10 pubs in England simply don't stop underage gambling on fruit machines. That is most often because there are no professional tools available to catch underage gamblers before they use the machines.

It's a known fact that underage gambling on FORT machines can lead younger gamblers into a later life ridden by the problems of gambling. For younger gamblers (let alone adults) putting all of their money in a fruit machine on the basis that they will win 'the big one' at some stage is an incredibly powerful attraction to the world of gambling.

On a regular basis, tests are conducted to determine whether underage gambling is taking place by local trading standards and licensing authorities, as well as by volunteers. However, pub operators have had difficulty finding effective solutions to this problem.

As a result of fruit machine gambling and allowing underage participants, most pubs and bars lose their gambling licenses. However, they reduce the number of machines in their establishments to just two. If you are caught with only two machines, you will lose your permit altogether! There is no point in risking your license, whether you intend it or not.

In order to stop underage gamblers, ChallengeCall was developed to assist pub and bar staff in challenging users before they gamble on the machines.



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