

The future of online gaming

Offering an exciting, realistic player experience unlike any other, 3D games are the future of the online gaming industry, explains **Wendy Saunders** of **Sheriff Gaming**

Wendy Saunders is marketing manager at Sheriff Gaming

SHERIFF GAMING
NEW GENERATION GAMES

eGaming Review (eGR): How has the slots market changed in the past 12 months and how has Sheriff Gaming adapted to meet these changes?

Wendy Saunders (WS): We see that the market is changing, not only the online gaming market, but the whole gaming and movie industry. Everywhere you see the proliferation of 3D games and movies. Everybody is looking for more excitement, new products and a real-life feeling, and this is also true in the online gaming market. Sheriff Gaming, as a young and innovative company specialised in creating unique, state-of-the-art 3D slots and 3D table games, has responded to this need. We have been able to create games that deliver exactly what people are looking for – the ability to immerse themselves and step into the game for an experience unlike any other. Making games which are adapted to the customers need is our motto, and something to which we commit a lot of energy. Our mission is to provide cutting-edge online casino games with amazing animations and graphics that meet your player's demands for an exciting and innovative casino experience.

This year we launched our 3D slots offering in the online gaming market, and it was highly regarded. Users praised the game's superb sounds, graphics and animations. Customers truly value a software provider

that understands how the online gaming market works, and we are proud to introduce to customers Hollywood-quality games, made by a team of the world's best 3D graphic studios and top programmers. It's the newest trend in online gaming; our products are hot and it's in our hands to give you and your players what they are looking for.

eGR: How important is it to Sheriff Gaming to identify changing customer needs?

WS: Our marketing team carried out extensive research into the needs of online casino players and found out that 3D entertainment is the new excitement they are looking for.

Creativity is our business, and our mission is to provide cutting-edge online casino games with amazing animations and graphics.

However, making beautifully rendered 3D games is only valuable if it also meets the needs of our customers. Our goal is to provide our customers with the best solutions to move their online casino to a higher level. Creating new unique slots, offering our customers more than they will ever expect, isn't possible without a continuous verification of the customer needs.

Our games are exclusive, creative, entertaining and have a great customer and players experience with fast and furious action, and it is these features that guarantee your success.

eGR: What are the advantages of progressive jackpots for both customers and operators?

WS: Sheriff Gaming stands for high-quality 3D entertainment with the chances of winning a lot of money and big progressive jackpots. Every slot is connected with a network of different casino games providers powered by Sheriff Gaming which results in fast growing and large progressive jackpot amounts. All the players' bets consist of a share for the progressive jackpot, so your players can win huge sums of money

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■ Wendy Saunders

for small bets. Progressive jackpots are the key to success and players play more when they see the jackpots growing and knowing that this could be their day. Our games are also available in both a progressive mode and a normal mode, so your players can even opt out of the progressive jackpot if they wish.

eGR: What advantages do 3D games offer as compared to their 2D counterparts?

WS: 3D Casino games will be the future look of online casinos. Features like amazing gameplay, spectacular graphics and stunning sounds offer more fun and excitement in 3D-rendered games than 2D games. Sheriff Gaming is specialised in creating these unique state-of-the-art casino games. It's the newest trend on the internet and it's in your hands to give your players what they are looking for. Let the games begin!

eGR: What strategies do you employ to ensure player retention?

WS: Our casino software is the perfectly developed solution if you want to offer your customers something different. We offer an extensive range of exclusive, creative and entertaining games for the online gaming market, such as incredible 3D-rendered slots and the most realistic 3D table games the web can offer. Our games allow your customers to enjoy spectacular graphics and great gameplay, giving them all the excitement of a real casino, and ensuring that your players are more than satisfied. Sheriff-powered 3D games integrated into your online gaming business can be a powerful tool in player retention, leading to increases in overall player value.

Also, in our service to you, we set the same high-quality requirements as we have for our games. That's why you can count on the best facilities, like 24/7 support, sophisticated affiliate systems, payment systems, different languages and many more high-quality features. We are very flexible and open for any solution or request to improve your revenue.

eGR: How do you predict the online slots market will change in the year ahead, and how will Sheriff Gaming best position itself to take advantage of any future opportunities?

WS: Especially when you look at the quality of 3D games we offer, and the reviews we receive, I think 3D slots for the online gaming market will take over 2D slots. Our 3D casino software is the perfect solution if you want to offer something new and different to your customers. 3D Casino games are the future of online casinos and because of our continuous development of



new Hollywood-quality games, Sheriff Gaming is leading the way.

The partnership with our customers goes much further than just selling our casino games however. We understand that we need each other to make our casino games work in your environment. With sophisticated reporting and analytic tools, you will be able to see the results of the games and the success of your marketing campaigns.

Our dedicated and experienced team will train you to help you get the most of your Sheriff Gaming solution, tailored to your individual requirements. We can help you to set up and design attractive promotions, for new and existing players, and the promotional tools we can offer our customers are unlimited. We can provide you with promotion material like videos, single-standing characters, icons, game description, tickers etc. If you have a special request for a marketing tool, we are always willing to help you with this. Our purpose is to offer the best service to our customers and to co-operate with our customers to reach a profitable and successful partnership. ♣

If you would like to have further information, please feel free to contact us.

For a demo of Sheriff Gaming 3D products, please visit us at booth 129 at the EGR Live in London, 3-4 May 2011.