

## **mGaming Award: Innovation in mobile**

The quickly growing number of smartphones and tablets – all led by the iPad – is huge. According to a report from Morgan Stanley, they will surpass the number of conventional desktop PC users by 2015. Mobile Internet will considerably influence the casino games industry!

Online is not mobile! The de-facto standard used for programming Internet casino games is Flash. Apple does not permit Flash on any of its devices, while devices with the Android operating system, that do support Flash, usually don't smoothly play graphics and animation-heavy applications, since the requirements of a Flash application are often just too much for the mobile CPUs. Apart from this, Adobe has announced that mobile Flash will no longer be supported. *Flash definitely has no future in the mobile world!*

While the users can freely decide what to install on their device for PC and Mac computers, the mobile world only permits installation of those things released by the manufacturer of the respective operating system via the App Store (Apple) or Google Play (Android). Casino software that permits betting and winning real money is generally excluded from distribution on either platform, meaning that native code that must be installed is not going to work. *Native code has no chance in real money gambling!*

The only technology that permits multimedia contents on smartphones and tablets without installation is the new web standard HTML5, the development of which is not completed yet. Implementation of HTML5 in the different browsers also is still very different and incomplete, so that compatibility is not yet warranted. Individual optimisation for every target platform is, therefore, required. *HTML5 is the new web standard!*

iGaming2go is an extensive and continually growing suite of unique, attractive and high quality "White Label" casino games programmed in HTML5 and is loaded via the browser – no installation is required at all. While native applications are restricted in their distribution via App Store or Android Market, HTML5-based mobile casino can be distributed via any desired channel. The only requirement is a modern HTML5 capable browser. This technology allows operating worldwide with no limitations and provides real money gaming.

iGaming2go is designed to be integrated with a licensee's systems, and invisible to players. The iGaming2go casino neither stores nor manages a user database, rather it operates with one supplied by the licensee's system. All user operations (registrations, processing payments, etc.) are handled by licensee's casino system.

We initially focussed our development on iPad and iPhone, creating unparalleled graphics - and animation-heavy casino games with music and sound – a vital feature of casino games - in HTML5. By Q3/12, we will have optimised our casino games for the Android operating system as well and we will be able to supply Windows mobile by the end of the year.

Operators integrate their native systems with iGaming2go by using industry standard web services technology. To offer iGaming2go, the operator incorporates a game link into their mobile optimized website. The entire portfolio of iGaming2go can be added to the operator's mobile website via a one-time integration effort. Operators can add future game releases without any further technical development. Player transactions are transferred to the operator system via synchronous web service calls. The operator can search, display, and download the data for reporting, promotions, loyalty programs, and transaction history using its own reporting tools.

## **Key features**

- Players never have to download or install any applications
- Real Money, or Just for Fun
- iGaming2go offers a huge range of languages.
- Accelerated graphic for a look and feel like a native application
- High definition graphics
- Two visual layout switching instantly and smoothly between landscape and portrait
- Full sound effects
- Recovery system for interrupted games
- Client-/Server architecture by using web services
- Java script engine with full HTML5 support

## **iGaming2go**

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