

By: Alejandro Ortiz, EIBE Games and Ortiz Gaming Chairman
 Photos: EUROPEAN CASINOS-The Elite



KEYS TO SUCCESSFUL VIDEO-BINGO MANUFACTURING

My experience in the gaming industry goes back to 1996, when I designed my first slot for Recreativos Franco. I have always been fascinated by designing video-bingo software. Back in the 90s, when electronic bingo was still unknown in Europe, it was approved in Brazil, where I was living at the time, and became an immediate market sensation. The industry was growing by leaps and bounds, until the Brazilian government decided to ban gambling.

This left me no option but to look further afield. Thus, in 2002, I directed my efforts towards Central America, to Guatemala and El Salvador, among others. Nowadays, we are present in eight Latin-American countries.

My European adventure began in 2003, with fledgling operations in Scandinavia. The scene was totally different to anything we had experienced before, but even so we are still expanding there. Two years later, I took my first steps on the Spanish market.

In Spain, at the time, bingo halls were going through a difficult moment; taxes were very high, and a great many of them had to shut down. The situation wasn't easy, but we began to install our video-bingo machines in Spain all the same. I adapted my machines to conform to Spanish legislation, which required amendments to certain components, and began installing them in



Alejandro Ortiz



Andalusia. The success was such that these new machines saved many bingo halls from closure. Those installed in slot arcades also gave very good results. Since then, we have exported the concept to a range of other countries, including Mexico, and have had great success there too.

We have other projects in the pipeline for Europe. European markets are much harder to penetrate than in Latin America, but we are sure that the quality of our machines will get us a foot in the door.

Machines in Europe have become much more interactive, more participative. This trend is set to continue for the coming years. Players must take an active part in the game, or they get bored and stop.

Our machines are always very innovative; each new model includes novel features not in previous ones. We cannot always give players more of the same - they need to be constantly surprised. This is one of the keys of our success.

Our intention is to create a continuous stream of new games. Each machine will be better than its predecessors, with more and more attractive games. That is what keeps the take up.

Technology is a fundamental element. Nowadays, the technology is available to put all our ideas in practice. All you have to do is have a good idea, and develop it properly. This may seem easy, but it isn't. Behind each of our machines lie many, many hours of work. Our success isn't the result of chance, but of hard work, offering gamblers something different.

Within our philosophy of constant innovation, in 2010 we plan to launch a series of games that are going to be a sensation, because they incorporate totally new elements, not available anywhere else.



Alejandro Ortiz, in the middle, accompanied by Rafael Soto, Delegate for Spain of Ortiz Gaming and Pedro Galindo, Editor of EUROPEAN CASINOS-The Elite, during their visit to our offices in Madrid, Spain



"Our machines are always very innovative; each new model includes novel features not in previous ones"



Alejandro Ortiz in the stand during ELA 2009, with the Mexican Casinos group Bib Bola executives



However, it isn't just about creating new games. It is much more than that. We are also concerned about offering more than simply games. My main job is to give operators products that will bring the punters in. So, how do we attract them? It is hard, but it can be done. To give an example, the new sound system we have created is proving immensely popular, with both operators and gamers.

Most of the time spent in our company is in researching and creating software. We have an amazing R+D department. Each day, we think about how to improve the sound or the picture, or what we can do to improve the game. We are looking for something new, concepts that don't yet exist, to ensure the market keeps developing.

Our mentality is not that of a manufacturer who just wants to sell machines. We are more concerned about what gamers actually want. Only those with good products will survive. You can't dupe players. They know good from bad.

For me, success is going up to a machine and seeing the happiness on the faces of the prize winners. That happiness is their motivation for playing. For me, it's my motivation to keep on working.

The fact that there are always people playing our machines is no coincidence. It's a result of quality. It's simply because gamers know that our machines offer things that others don't. In our machines, players feel the game - they thrill with it, they receive and transmit sensations.

I am a perfectionist - I concentrate on all the details. I don't just want to be the first, I want to be the best and I don't care if they copy me.

When I enter a place I look all around. When I make a machine I take care of every last detail. When we are in a recording studio laying down the sounds for a machine, and the programmers are there and they start to dance around when the music comes on, that's a sign that we are doing it right.

It is by a combination of all these elements that you can find success in such a competitive industry.



EIBE factory at Mexico



"When I make a machine I take care of every last detail"



Alejandro Ortiz talking with the ELA President, Pedro Galindo, in presence of Helio Bueno, EIBE General Manager for Mexico



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