

GPI'S RFID CHIPS TRIUMPH ALL OVER THE WORLD

Gaming Partners International Corporation, with their head office in Las Vegas, and its three subsidiaries, GPI USA, GPI Mexicana and GPI SAS is the result of a merger between Paul-Son Gaming Supplies, Bourgogne & Grasset (B&G) and Bud Jones.

GPI is the world leader with proven expertise in creating, customizing and supplying gaming chips, jetons and plaques and other security and integrity sensitive table gaming products such as dice, cards, wheels and RFID readers directly to licensed Casinos all over the world.

GPI is the developer and the manufacturer of these products and generally does direct sales to legal Casinos all over the world. GPI is the Casino's partner and brings the best possible answers to their needs in terms of gaming chips and other Casino supplies.

For example, in 2004, GPI sold more than 18 million customized gaming chips to licensed Casinos in 60 different countries, representing more than 60 percent of the group's total sales.

GPI SAS in France is the world specialist in manufacturing Bourgogne et Grasset chips, plaques and jetons and a long established history of supplying them from Macao to London, from Monte Carlo to Sydney.



Gérard P. Charlier, President and CEO of Gaming Partners International Corporation



antenna without any contact with the reader. Each of these chips has its own unique serial number plus other information, which we program into the memory and turn into, read only. This allows the Casino to have something they have never had before to control the total amount of money they have in the shape of Casino chips. To me a Casino is like a small country. For a country we talk about money and for Casinos we talk about Casino currency”.

So far, for the fully deployed and operational 125KHz RFID technology alone, over 6 million RFID chips and 400 reading devices have been sold to more than 30 Casinos world-wide including the Wynn resort in Las Vegas, MonteCasino in South Africa and Holland Casinos, just to name a few.

One of the Casinos recently supplied with over 200.000 chips and plaques is the Emperors Palace in South Africa and GPI is also supplying to various Casinos in Macao. The RFID chips provide the Casino with unprecedented levels of chip management and inventory



B&G chips and plaques have been chosen by all major Casinos because they combine aesthetic appeal, reliability, and security. Security is the key. All the latest collections of plaques have new designs that also integrate new security options such as embedded microchips. Latest technologies are integrated into B&G value chips too to make them safer and to prevent counterfeiting. Proper readers for RFID chips are offered to Casinos. Along B&G roulette wheels made in France, GPI SAS distributes precision Bud Jones dice, synthetic and felt layouts and Paulson chips. Gérard P. Charlier, President and CEO of Gaming Partners International Corporation explained: "Radio Frequency Identification (RFID) sees a passive electronic component embedded in a gaming chip that can carry information and can communicate through an

and a cost-effective solution to protect the chip bank and enhance security.

To carry out chip inventory and make sure that all chips within the gaming floor are genuine, several types of readers are placed at key locations, namely at all cashiering points, to check the chips being redeemed, cashed in and cashed out.

GPI is providing a large range of reading devices and software for control at tables such as table top authenticators, float and chip tray readers, cashiers desk data collectors, vault inventory readers, "bird cages" or chip carriers with integrated RFID antenna for automatic checking and accounting of fill and credit between reserve and tables.

"The combination of RFID chips and reading devices located at cashiering points within the Casino floor are proving to be the winning formula to address chips forgery and inventory issues at a very



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affordable price, said Christophe Leparoux, manager international sales and marketing for GPI.

GPI acquired the rights to the reader technology from Phillips in 2001 and developed very significantly the reading capabilities of this reader and new improvements are coming.

GPI holds several international patents on how to embed a RFID microchip in a gaming chip, a jeton or a plaque and an exclusive license on two patents owned jointly by IGT and Shufflemaster to make and sell RFID gaming chips in the US. The company holds the exclusive license until 2015 for the sale and use of RFID gaming chips and readers in the United States for chip tracking purposes.

"So far we have not yet felt strong competition from companies in our various markets" said Gérard P. Charlier.

Now that more and more Casinos are deciding to adopt RFID technology, GPI is investing in plant expansion, increased production capacity and in more and more sophisticated production units, expecting a significant annual growth for the next 5 years.



Christophe Leparoux, manager international sales and marketing for GPI.



Text: Nick Dorsey

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