

DANSKE SPIL LAUNCHES INTERNET BINGO

Danske Spil A.S. will launch a suite of Bingo games via its Internet website (www.danskespil.dk) in October. Its vendor, Betware, developed the games. Danske Spil is Betware's first client to implement the Bingo suite of games.

"The project was initiated in the beginning of 2006, and the lottery has done all the design, layout and specifications," said Jørgen Falsvig, vice president and CIO, Danske Spil. "Betware has done the software development. The new game is fully integrated in the existing Internet solution, also developed by Betware."

Falsvig explained that Danske Spil always initiates a project with a workshop, where all business units, developers and suppliers participate.

"The first step after the workshop is to break down the business case into a number of use cases," he explained. "After that Betware will produce a design paper. When all the paperwork is done, we organize another workshop, where we approve the papers and give the formal go for the development."

Danske Spil's suite of games includes two single player Bingo games and two multi-player Bingo games, consisting of a classic game (5x5 square, 75 ball) and a variation game in each type. A classic game allows a player to work with one Bingo square, while a variation game contains up to three squares.

The games are all played live, where the player can choose to play single, or enter a room with multiple players and compete for Bingo while the numbers are being called out to all players.

The games are integrated to the Betware Gaming Platform through a "Live Server" which supports the functionality enabling the games to be played in real-time.

"First of all, we are very proud of the design and layout," said Falsvig. "We have used a lot of resources to make the site attractive to the customer. The software is developed to be very

flexible to make it possible to change the different game combinations and matrix very fast. We can offer Bingo combinations in a lot of different patterns like crosses, squares, triangles, and circles.

"Security has been a big issue," added Falsvig. "We only offer Bingo to registered users in our own country, and our company program against addiction is fully implemented in our Internet solution also covering the new Bingo game. There is a maximum on the amount the customer can lose per day, month and year."

CHAT FEATURE

The games also feature a "chat" facility to enable two or more Bingo players in a room to chat to each other about the game.

"When we started to research possibilities of developing this game, we discovered that chat would be an excellent additional feature as it allows for interaction between players and performs the extra service of entertaining them as well," said Runar Sveinsson, project manager at Betware.

"The connected chat function is monitored, and we will make sure, that the use of the chat function is done in a way that everybody can be pleased with, no misuse for political statements and obscure issues," said Falsvig. "Overall, the new Bingo game is designed to be a social game with a high degree of entertainment. You will be able to participate in a central Bingo game, but you can also sign up for separate rooms with a number of players sharing a local pool generated out of the participant's investment in the game."

The multiplayer games also feature a near-bingo list, so players can see how many numbers each player needs to get bingo. The list, which is updated after each call, shows the names of 10 players that are closest to bingo.

"The suite of games can easily be incorporated into Betware's Turn-Key

solution, which is offered to clients as a base package on top of which customisation takes place," said Perna

Desai, media manager, Betware. "Once the games are integrated into the Turn-Key solution, their look and feel can be individualized according to a client's needs. The client can also add more games if needed and change the user interface of each game.

Betware has partnered with Szrek2Solutions to support Danske Spil's Internet games with a random number generator. The Bingo suite uses the Trusted Play™ random number generator developed by Szrek2Solutions to draw numbers for each play event.

Danske Spil launched Internet wagering in 2003. Sales have more than doubled from 341.8 million DKK in calendar 2003 to 770 million DKK in calendar 2005. Falsvig estimates total Internet sales will reach DKK 1 billion DKK in calendar 2006.

Estimated sales for Internet Bingo are not available. "Due to intensive competition on the market, we will keep our estimates confidential for the time being," said Falsvig.

Currently, Danske Spil has 380,000 registered unique users in its database. This number includes subscription players. Falsvig said that "275,000 of the registered user are regular players buying our different products online real time."

Danske Spil offers all its lottery products through the Internet solution. "That includes sports betting, live betting, sports books, two games of lotto, Keno, four instant tickets games and a complete range of horse racing bets," said Falsvig. "From October this year we will also offer Bingo. We also operate a retailer network for nearly 4,000 agents. Beside that we operate 3,700 slot machines through a daughter company." 

