



## Imagination, initiative and versatile imaging technologies garner more "Industry's Best" Awards for IGT

### IGT: Gaming Innovation Inside and Out

Headquartered in Reno, Nevada, IGT is a world leader in gaming machine design and production. The company invented the first video poker machines in the 1970s, and helped bring slot machines into the microprocessor age in the 1980s. More recent IGT innovations include imbedded bill acceptors, 3-D and touch-screen graphics, and unique imaging processes to create the machines' eye-catching exteriors. "We know that our slot machine images have to be highly appealing," IGT Senior Manufacturing Engineer Jeffrey Jo says. "It's important when you're trying to attract attention in a busy casino atmosphere." Today, IGT slot machines attract attention in virtually every legal casino gaming jurisdiction in the world.

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In an industry built on taking a chance, IGT has become something of a sure thing. Not only is IGT one of the world's largest gaming machine companies. But time and again, images created by IGT to adorn its slot machines and other gaming devices garner top prizes in graphics and imaging industry competitions.

At the 2003 SGIA convention in Atlanta, Ga., IGT won three prestigious awards for a complex image it created for its Double Mystical Mermaid slot machine: DPI's Andre Schellenberg Awards for "Best in Show," "Best in Show - Digital Creativity," and "Best Digital Photo Print." IGT applied its own proprietary imaging processes to create the winning image using a Durst Lambda 130 Digital Laser Imager. "The application of a high level of imagination, initiative and effort with new technologies pays off - both in

recognition and in business," says Jeffrey Jo, IGT's Senior Manufacturing Engineer. These three awards have joined the dozens of others on display in the screen printing facility at IGT's Reno, Nevada, headquarters.



IGT Senior Manufacturing Engineer Jeffrey Jo supports his company's Design & Production Department.



A proprietary imaging process, a versatile printer, an innovative media and lots of imagination and initiative combined to create this award-winning image for IGT.



**An Imaging First Produces a High-Quality Result**

“We’re the first company to create this type of image. IGT has a patent pending on the process. We used Endura clear media and chose the Lambda to expose the image, and also to enhance it with screen printing inks. The final image was mounted on a piece of glass. We used to screen print, but you have to use a lot of colors in these images and the Lambda reduces our cycle time. The consistency and quality of Lambda printing – and its color accuracy, especially flesh tones, which are important to us – they really help us out a lot. I think the judges gave us these awards because of the quality of the digital image, and because of the effort we put into creating our images.”

Jeffrey Jo  
Senior Manufacturing Engineer, IGT



**Materials used**

- Endura Clear Digital Display Material from Kodak Professional
- Screen printing inks from Kolorcure