

3D can add spice to slot machines

Newsight Japan turned a few heads at the recent G2E Asia show with their pitch to provide 3D technology for casino slot machines. President and CEO **Kiyoto Kanda** spoke to *Gambling Insider* about how 3D could make slots more enjoyable



Hi Kiyoto, please can you tell us about Newsight Japan and give some insight into the firm's 3D technology.

Since 2008, Newsight Japan has offered glasses-free 3D panels and display solutions based on parallax barrier and lenticular lens technology. Our aim is to offer natural 3D for our audience. By 'natural' we mean not having to wear any special 3D glasses. We know the 3D market well, so we collaborate with 3D content production companies and creators for our customers.

What can you tell us about your background and experience?

My background is not in the engineering field, my speciality is law and finance; I'm an expert in investor relations. Business is all the same; the only difference is the application of distinct business segments and protocols. In other words, my engineering skill is to know the origin of each technology and combine and integrate them in the right direction for a specific purpose. All historical technologies in each industry have a chance to be used in totally different sectors. The key issue is how to put everything together into one piece; it's just like Lego bricks really.

What are the major ways in which your technology can be used by the land-based gambling industry?

Players enjoy gaming for two main reasons: to win money and for pleasure. What can 3D do for those people? The answer is to offer more 'fun'. It's important for players that a game is fun to play. In the past, most people in the 3D industry made a big mistake; they misinterpreted 3D, seeing it as the 'main course' of a player's experience. I would argue that 3D cannot be the beef steak, so to speak. It's better to liken 3D to a spice or flavouring, such as pepper or garlic. How you add value to your steak depends on how it is spiced.

What were the main things you learned at G2E Asia?

I realise the opportunity that is there. I have a track record of pachinko projects in Japan. Based on these experiences, I would like to get into the casino market. There are two types of opportunity. One is 3D digital signage and signs for casino hotels, and the other is the market for 3D panels embedded in casino machines.



Newsight Japan aim to offer 3D solutions to slot manufacturers

Are there slot machine manufacturers interested in the technology already? If so, how long would it take for you to work with a partner to build a 3D slot machine and get it into casinos?

I received several pieces of good feedback from slot machine manufacturers. Because I'm new to the casino machine market, I can't predict how long it would take. However, in the case of pachinko, it takes about a year from planning stage to machine release stage. I've just started to talk with interested parties, so it's early stages at the moment.

Which companies would you consider to be your major competition in terms of 3D technology for casinos?

I don't think there are any competitors particularly. This is because we are not just selling 3D panels or displays, but rather a 3D business model for casino. There is a golden formula for running a 3D business and three elements are necessary: hardware, application and content. It's not only technology but also the business model, structure, combinations of different equipment, content, etc. Even if someone has very good technology in a particular field, it's not a solution for the customer. We are collaborating with people in each sector – hardware, application and content – to offer customers a total 3D solution.

Japan is considering introducing land-based casinos soon. Would this be a big opportunity for your business?

First of all, Japan has social problems at the moment. Japanese industry and society are very weak right now; nothing new happens, nor does the Japanese nation itself have enough power and energy to make things happen. If you look at bad shape of the Japanese LCD panel and LCD television industry, you'll understand what I am talking about. The way I see it, it's difficult for Japan to open casinos in the next 10 years.

I do not expect a Japanese casino market at all; my main targets are Macau and Las Vegas. I can't wait around for Japan's slow progress. ◀