



## MOBILE GAMING



### KEY HIGHLIGHTS

#### American Wagering Inc. is Powered by Locaid®

As a subsidiary of American Wagering, Inc. (AWI) and licensed by the Nevada Gaming Commission, Leroy's operates the largest number of sports book locations in Nevada. A sports book is a physical location where a customer may place wagers or bets on sporting events such as football, basketball, baseball, and hockey games.

Locaid's trusted location data allows Leroy's to operate its mobile gambling applications on their customers' own smartphones. Locaid is the first network location provider to be approved by the Nevada Gaming Commission for certified, trusted location to enable in-state betting.



FIRST PLACE 2011

*"American Wagering is pleased that the regulators approved our technology, finding it to be problem free. We did not have a single issue during our trial period. The LEROY'S® APP® is working great, customers love it, and it has exceeded our expectations."*

*Vic Salemo, Chief Executive Officer, American Wagering*

### Challenge

According to American Wagering Vice President John English, "Smartphones and other mobile devices will be key products on our development path for the coming year." The Nevada regulators instituted a significant challenge for American Wagering when they required that a bettor's location be verifiable when account wagering on a mobile device.

### Solution

Locaid was able to provide "trusted locations" for AWI from carrier networks. As a result, Leroy's app permits a punter to wager from anywhere within the Nevada borders, in accordance with a new gambling law which permitted mobile gambling to come to Nevada. Casinos will not need to manufacture, buy, preserve, or track propriety devices when using location from Locaid. Instead the software will run on the players' own smartphones, with the ability to travel with the potential gambler wherever he goes.

### Results

Since Leroy's application is truly a mobile one, American Wagering is abandoning a previous plan to create a product that would have been limited to the bricks-and-mortar of a casino's physical property: a limiting plan and therefore not an economically viable one. Moreover, such a product would be redundant to the self-service kiosks and other methods of wagering on casino floors, therefore cannibalizing the existing market rather than the creating a new one.

The gambling application's success on Blackberry phones has spurred American Wagering to submit a version of the application for Android phones to the Nevada Gaming Control Board.

### Got Location?™

To learn how Locaid, the world's only Location-as-a-Service (LaaS) provider, provides mobile location and more, visit [www.Locaid.com](http://www.Locaid.com), and get your LOCATION API at <http://developer.loc-aid.com/getit>.

### About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including **América Móvil, AT&T, Rogers, Sprint, T-Mobile** and **Verizon Wireless**. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>