



## **Spotlight 29 Casino to Deploy Compudigm and Teradata to Optimize Gaming Floor and Analyze Customer Behavior**

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Gaming POWER Launch(TM) Solution Provides Entry-Level Access to  
Award-Winning Data Visualization, Reporting and Customer Analytics

LAS VEGAS & DAYTON, Ohio--(BUSINESS WIRE)--June 28, 2007--Compudigm International and Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Spotlight 29 Casino will deploy Compudigm's Gaming POWER Launch(TM) solution powered by a Teradata(R) Data Warehouse. The new solution will help Spotlight 29 Casino enhance its gaming operations, better market to customers and attract new customers.

Compudigm and Teradata business intelligence solutions can be deployed with any slot machine system and were selected following a competitive evaluation for their ability to optimize slot operations, analyze and manage customer behavior, develop marketing strategies and provide new insight into the overall profitability of the business.

Lee Weyers, vice president of sales for Compudigm, said, "Gaming POWER Launch is the perfect starter solution for any size casino. It delivers casinos with data visualization, enterprise reporting and customer segmentation capabilities, and provides flexibility to modify and expand the solution as business needs change."

"Senior executives at Spotlight 29 Casino realized they needed analytics to drive better financial performance and a unified view of their customers to improve their customer marketing campaigns," said Rob Berman, Teradata vice president of retail. "The Teradata Warehouse, combined with Compudigm Gaming POWER Launch, meets these needs and provides a competitive advantage. This announcement also signifies the growing presence of Teradata and Compudigm within the Native American Tribal gaming market."

"Two important factors for Spotlight 29 Casino were, one, that Compudigm and Teradata are independent gaming solution providers, open to all manufacturers, and, two, that Compudigm offered relevant references that proved our ability to deploy valuable solutions for casinos," said Frank Teklitz, vice president of product management and development for Compudigm.

Spotlight 29 Casino is also implementing seePOWER(R) Active, a solution which accesses real-time information in the Teradata Active Data Warehouse. seePOWER Active will enable Spotlight 29 Casino to use "streaming" visualizations every few minutes (combined with a historical view) to monitor and service its customers and to actively manage costs and gaming assets to optimize top- and bottom-line performance.

The combined Compudigm/Teradata solution at Spotlight 29 Casino includes the Teradata Warehouse; two Compudigm Gaming POWER Launch(TM) modules: Smart User and Marketing POWER; seePOWER(R) Active (Real-time Floor/Customer Analysis), Compudigm's seePOWER Enterprise Software Suite (Visualizer, Profiler, Visual Reporter, Layout Manager, Viewer, Navigator and Administrator); Compudigm's Gaming Data Model; Compudigm's Enterprise Connect interface to Bally ACSC and Bally CMS; Compudigm Software Support; Compudigm University; Teradata Customer Services; and Teradata Customer Education.

### **About Gaming POWER Launch(TM)**

Compudigm Gaming POWER Launch(TM) includes key components from Compudigm Gaming POWER and a subset of the key performance indicators to reduce implementation costs while still gaining the ability to analyze key metrics. Gaming POWER Launch(TM) includes six modules: Smart User (Slot and Tables); Marketing POWER (Marketing); Property POWER (Hotel, F&B and Enterprise); Profitability POWER (Profitability); Service POWER (Active, Micro handheld device, and Kiosk); and Casino POWER (Multi Game, Downloadable Game, Mobile Game, Predictive & Work Order Manager). Casinos can purchase Gaming POWER Launch(TM) and deploy it on-site or opt for the application-service-provider (ASP) package, which can be hosted off-site in a dedicated or shared environment. Gaming POWER Launch(TM) can also be deployed at a casino's facility and managed remotely by Compudigm.

### **About Spotlight 29 Casino**

Spotlight 29 Casino, based in Coachella, Calif., is owned and operated by the Twenty-Nine Palms Band of Mission Indians. The casino offers 2,000 slot machines, and 30 table games including Blackjack, Pai-Gow Poker and others. The casino also has a Poker Room featuring Texas Hold'em, Omaha and 7-Card Stud. There is a casual dining restaurant, an award-winning steakhouse and a food court along with a 2,200 seat showroom. Information available at [Spotlight29.com](http://Spotlight29.com).

### **About Compudigm**

Compudigm delivers groundbreaking business intelligence solutions based upon its seePOWER data visualization technology, enabling enterprises to transform oceans of disparate data into actionable, visual intelligence for significant competitive advantage. Compudigm, founded in 1997, is dedicated to enabling enterprises to see their business clearly by animating, illustrating and infusing maps, floor plans, and product, engineering and scientific diagrams with comprehensive business intelligence. Compudigm delivers advanced visualization, customer profiling, content intelligence and advice and guidance solutions to the gaming, hospitality, retail, entertainment, telecommunications, manufacturing, utilities, health sciences and financial services industries. Compudigm is the winner of Gold and Silver awards in Casino Journal's Most Innovative Gaming Technology Products competition, dual Smithsonian Computerworld Laureates and the Data Warehousing Institute's "Pioneering Product of the Year" award. For more

information, visit the Compudigm Web site: [www.compudigm.com](http://www.compudigm.com).

#### About Teradata Division

Teradata ([www.teradata.com](http://www.teradata.com)), a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability. As a growing business, Teradata is always looking for outstanding talent. To learn more about Teradata career opportunities, visit [www.teradata.com/careers](http://www.teradata.com/careers).

#### About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's Teradata(R) data warehouses, ATMs, retail systems, self-service solutions and IT services provide Relationship Technology(TM) that maximizes the value of customer interactions and helps organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 29,500 people worldwide.

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