



KEYLOK FORTRESS SECURES, SIMPLIFIES ADDRESSING COMPLIANCE FOR GAMECO VIDEO GAME GAMBLING MACHINES

Launching a start-up can be a risky proposition. But the odds for success are looking good for GameCo Inc., a New York-based startup bringing video game gambling to the floor of casinos in the U.S and abroad. In an industry that relies on creating an exciting experience and the potential to win big, the GameCo Video Game Gambling Machine (VGM™) offers casinos a way to attract a new demographic of gamblers – gamers – and reverse the trend of declining revenue from slot machines.

GameCo's VGMs work like a modern slot machine, but players are rewarded when they succeed at whatever test the game throws at them, whether it's one-on-one basketball, collecting gems or blasting "danger bots."

Creating engagement is one part of the development challenge. Jonathan Widro, Lead Software Developer at GameCo, fills us in on another element that makes the process demanding. "Gambling is heavily regulated, with strict rules aimed at eliminating the possibility of theft or altering software to influence a bet. Each state has a board that reviews software to make sure it is compliant and, as the industry continues to evolve, more states are requiring a form of physical authentication."

Developing gaming software that is both enticing to consumers and meets strict regulatory standards is no easy feat. Pairing a proprietary video game interface with a slot machine gambling platform posed new security risks. Regulators want to be sure that no tampering can occur that would cause undue influence in the gambling portion of software.

SOLUTION

Widro initially didn't intend to include dongles in their video gaming machines. However, New Jersey, one state where GameCo wanted to do business, requires higher security, external USB-based encryption. With that turn of events, Widro evaluated KEYLOK.

CHALLENGE

- Cultivating new audience and revenue for casinos
- Exceptionally strict industry regulations
- Changing needs for users
- Varying regulations of state review boards

SOLUTION


- KEYLOK Fortress
- External USB based public/private key encryption

RESULT

- Simplified regulatory compliance
- Software security
- Increased revenue for clients

The security is way beyond anything I had done working on applications for the Web. It's incredibly helpful.

Jonathan Widro,
Lead Developer GameCo



Widro, who had never used dongles before, wrote code that includes public/private key encryption supported by KEYLOK's Fortress dongle.

One way the dongle protects GameCo's VGM is that the game can't run without GameCo's specific Fortress dongle, preventing someone from stealing the software. Also, any attempt to tamper with the internal software by making a change that hasn't also been made in the code on the dongle causes the software to stop running. And when review boards compare the code on the dongle with the hashes in the software on the video game, they can verify that source code in both locations is legitimate.

THE KEYLOK ADVANTAGE

"The security is way beyond anything I had done working on applications for the Web. It's incredibly helpful," Widro says. "It's much more difficult to hack something physical, which is obvious but important to acknowledge. The solution also allows us to put information on the dongle that makes the regulatory process less onerous and simplifies altering the software based on different customer needs, casino needs and varying state regulations." An added bonus: Fortress's Real Time Clock feature puts a time limit on software operation, ensuring that annual licensing fees are paid.

To sum up, Fortress thwarts piracy of the software, makes it easier to address regulations, and easier to enforce licensing agreements.

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Jonathan Widro,
Lead Developer GameCo

Development doesn't happen in a vacuum, it calls for partnership from the vendor. "I've worked with the support team on three occasions," says Widro. "My experience has been extraordinarily positive. They have gone above-and-beyond. And the turn-around time on orders is much faster than other providers. Two weeks instead of two months!"

The kicker? Casinos replacing traditional video slots with GameCo VGMs are reaching their new, target demographic and realizing increased incremental revenue. And in the casino business, that's what the game is all about.

ABOUT KEYLOK

A privately-held company founded in 1980, KEYLOK is a trusted provider of hardware-based security devices (dongles) for software and systems manufacturers across hundreds of industries. For over three decades, KEYLOK has provided reliable and affordable security and licensing solutions for protecting intellectual property. KEYLOK is headquartered in Denver, CO, with customers across the U.S. and around the world.

