

Fortune Bay handpicked to pioneer cutting-edge casino technology

Move over, Vegas: The social network is up north!

TOWER, MINN. – The solitary act of gambling is about to get a lot more social. Fortune Bay Resort Casino has been handpicked as one of two casinos across the nation to pioneer a cutting-edge technology designed to foster a strong social network among gamblers.

The Sentinel III provides a revolutionary opportunity for winning beyond a single machine, uniting players across the casino with customized messages and shared prizes. It's ideal for family reunions, bachelor parties, colleagues or gamblers who traveled together from the same town. The cutting-edge technology allows a casino to directly reach targeted players, delivering high-powered graphics, animation, video and sound that can powerfully bond a group. It even facilitates group play on multiple machines – a novel prospect. Gaming experts agree Sentinel III represents the way of the future.

The software was developed by Aristocrat, an international leader in gaming solutions, who handpicked two U.S. casinos to pioneer it. It chose Fortune Bay for several reasons, Aristocrat Account Executive Jim Cutler said.

First, Fortune Bay's sophisticated IT department stood out from other casinos across the country, Cutler said. It was clear that these northern technicians would be able to install and process Sentinel III with finesse.

Second, the quality of customer service at Fortune Bay set it apart.

That's always been a point of pride – and, frankly, necessity – in order to attract gamblers. “We have to go the extra mile to make the drive worthwhile,” said Fortune Bay’s General Manager Gary Gotchnik.

Third, Fortune Bay’s advanced marketing impressed Aristocrat. The IT department works with customer service to analyze data, using it to customize services that are sure to please gamblers. The swift, smart application of that data makes Fortune Bay an ideal training ground for Sentinel III.

The combination of these qualities is hard to come by, Cutler said.

“We’re excited about this opportunity and confident Fortune Bay will make the most of this rare opportunity,” said Bois Forte Tribal Chair Kevin Leecy. “Most people think of Vegas when they think of state-of-the-art gaming, but it’s my experience as Vice Chair of the National Indian Gaming Association that some of these smaller, native-owned casinos have the most highly-trained staff,” Leecy added.

Fortune Bay is currently installing the Sentinel III machines and soon will train employees. It plans to begin the pilot next month.

“We’re thrilled to receive this national distinction,” Gotchnik said. “Fortune Bay will be leading the nation. Countless casinos across the nation will be taking our lead, hearing from our satisfied guests and envying our social spirit. It gives new meaning to the idea that we’re ‘a few miles north of ordinary.’”