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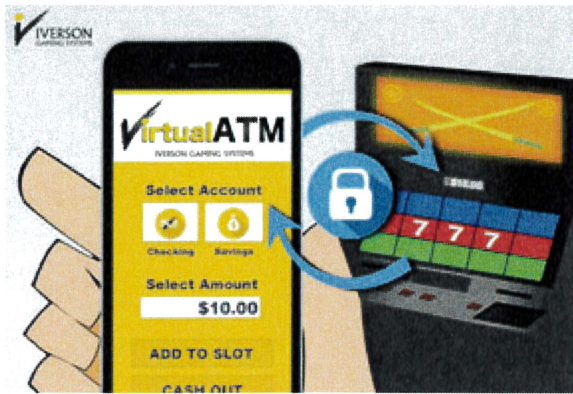
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## Mobile Payments

By [GGB Staff](#) Tue, Nov 24, 2015

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Product: VirtualATM, Manufacturer: Iverson Gaming Systems



Call it player tracking, for a mobile world.

Iverson Gaming Systems, a Philadelphia-based manufacturer of slot and player tracking systems, is turning heads with its recently introduced

VirtualATM mobile application. The app allows players to use their own smartphones to transfer funds securely and easily to and from any connected slot machine, while also providing a “second screen” for real-time rewards and player tracking information.

To get credits onto the machine, guests use a PIN debit transaction that electronically routes funds to a slot machine from the guest’s personal checking account, savings account or prepaid debit account.

The underlying pathway and authorization process of this transaction is identical to that of a standard ATM withdrawal, except the player does not have to get out of his seat to walk to the ATM: a smartphone handles the entire process. The player’s bank account is debited in real time, and the amount of the withdrawal is instantly reflected in the player’s bank account balance.

While VirtualATM puts funds transfer literally in the palm of the player’s hand, Iverson adds player tracking—the smartphone mirrors the slot machine’s player tracking display. Rewards points, tier status, promotions and help-desk functionality are available on the smartphone in real time.

Iverson designed the VirtualATM Account Based Gaming functionality to support jurisdictional requirements and to stand side-by-side with existing systems, giving operators a quantum leap in functionality by leveraging technology and protocols that are already in use today.

Players get a more convenient experience with improved guest satisfaction; marketing gets to send customized messages to the right player, at the right time—whether they're at the slot, at the gift shop or at home.

*For more information, visit [iversongaming.com](http://iversongaming.com).*

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