



# Casinos and Gaming

Gaining a competitive edge  
in a new era of health and  
safety concerns





**Casinos and Gaming:**  
Gaining a competitive edge in a new era of  
health and safety concerns

Casino and gaming operators are constantly on the lookout for threats to their business – and opportunities to improve the experiences they provide to their customers.

Whether it's a VIP high-roller, a known fraudster, or someone on the self-exclusion list, knowing who is on the casino floor at all times is imperative to protecting the experience of staff and patrons alike.

As a result, global gaming providers often lead the way when it comes to adopting cutting-edge technologies like visual intelligence.

They understand that a software solution can achieve a positive ROI very quickly, and are often focused on investing in technologies that deliver immediate business impact in the form of cost savings, increased revenue, and competitive advantage.



**For the time, energy and investment required, casinos should focus not only on bringing customers back, but also on leveraging new opportunities to differentiate themselves, drive increased repeat business and spend, and attract entirely new customer segments.<sup>1</sup>**



In 2020, a new factor has threatened casinos and operators are now having to shift their attention to mitigating risks associated with COVID-19. Luckily for management teams, much of the required infrastructure is already in place to effectively monitor and alert upon these safety concerns.

1. <https://advisory.kpmg.us/content/dam/advisory/en/pdfs/2020/casinos-play-their-next-hand.pdf>

## Case Study

One of the world's largest entertainment and gaming companies uses Oosto to protect its staff, strengthen its regulatory efforts and reduce the manual effort of risk mitigation.

**↑ 1900%**

in apprehensions in one month (2 to 40)

**↑ 40%**

in identification of previously unknown threats

**\$1M**

saved in one year



By tapping into gaming facilities' existing camera infrastructure, Oosto's software can help solve some of the most challenging problems being faced through:

### **Watchlist Alerting**

Oosto's identity alerting solution adds another layer of safety and experience to the casino and gaming environment by enabling operators to keep a watchlist of persons of interest (POIs) and alert upon any unauthorized individual or VIP as soon as they enter the premises.

Oosto's neural network uses both face and body recognition to detect against persons on a watchlist. This technology allows your security team to meet banned players before they reach the gaming floor - and enable your hospitality team to greet VIPs as soon as they enter the lobby.

### **Track and Trace**

Managing the interactions of patrons and employees, whether it's a team of fraudsters or an individual who has tested positive for COVID-19, is absolutely critical to keeping operations running during the pandemic and beyond.

Oosto's Watchlist Alerting solution allows operators to use historic footage from already-installed cameras to trace a person of interest and understand in real-time who they've come in contact with (and for how long). As soon as a patron or employee is identified, our software can search backwards and determine everyone who may have interacted with him or her.

### **Touchless Access Control**

Another computer-vision strategy that major casinos are adopting is Touchless Access Control, which allows staff, visitors and guests to seamlessly unlock doors, turnstiles, and other entry points with their face, without requiring the removal of masks.

This state-of-the-art, spoof-proof technology enhances "back of house" security by eliminating issues like badge-sharing, and creates central controls for accessing entrances, internal zones or restricted areas by setting up alerts by time, location and team. This technology is also being used to help casino operators manage access to more exclusive areas within the casino without having to install physical barriers.

In these times, adoption of state-of-the-art tools that have a real impact on safety and how spaces are experienced is paramount in maintaining a competitive edge and protecting staff and customers.

Oosto's visual AI software makes it easier for casino and gaming operators to create a safe, **productive environment and limit operational disruptions related to health and security risk mitigation** both now and beyond the COVID-19 crisis.

## About Oosto

Oosto is the world's leading developer of visual AI platforms, helping Tier 1 brands across the globe create trusted, seamless experiences for their customers and employees. Our solutions are built to function on any sensor, with any resolution and are proven to operate in real-time and real-world scenarios. We bring together the best and brightest minds in AI, deep learning and computer vision to make the world a safer, more intuitive and more connected place.

For more information, please contact us at: [info@oosto.com](mailto:info@oosto.com)

