

Viaden Gaming Case Study

BigCasino Mobile –

Full-featured Online Casino

in Your Pocket

iGaming Software

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Case Study: BigCasino Mobile – Full-featured Online Casino in Your Pocket

Business Opportunities

The skyrocketing development of mobile technologies followed by release of smart phones with advanced functionality resulted in emergence of a new mobile casino market segment. The first mobile casinos were launched in the late 1990s and offered only a couple of arcade-like games. In 2009 the mobile gambling industry experienced a real boom and grew from \$1 billion up to \$30 billion.

Seeking to keep up with the latest online gaming tendencies online casino operators started to extend the scope of their online gambling services to the wireless market. Following the extreme popularity of iOS and Android-based mobile devices such UK mobile casino market appeared to be one of the most developed. The largest UK-based casino operators started launching their own casinos for iPhone and Android to target a bigger audience.

With release of iPad and the introduction of the most discussed HTML5 technology online casino operators have gained unlimited business opportunities for diversifying their online casino business.

Business Challenge

Huge interest in mobile gaming and the desire to be one of the first mobile casino providers often resulted in a launch of poor-functioning or crashing casino functionality which posed a threat to the entire market segment and questioned the reliability of mobile casino games.

For this reason when switching to the mobile market the primary question online casino operators face is the technology to be employed for the most efficient and smooth functioning of mobile games. Given the popularity of iOS-based devices one of the most reasonable decisions was to develop casino for iPhone on the native programming language. To further extend the capacity of mobile casino it was decided to employ the popular HTML5 technology that provides for smooth casino functionality in a mobile web-browser supporting HTML5.

Solution

After the successful launch of BigCasino online it was decided to extend cooperation with Viaden Gaming to Mobile Casino product line. Under the client-oriented business model a pleasing discount of 25% from total set up fee of both solutions was granted.

Furthermore, the mobile solution is designed to perfectly adjust to the mobile gaming platform to insure 100% screen space occupation and retain supreme quality image and efficient and reliable performance under iOS and HTML5. The distinctive feature of HTML5-based mobile casino solution is background sound that accompanies the games and helps to create the most relaxing casino atmosphere. To ensure maximum user convenience BigCasino mobile is designed to allow for integration with existing online casino account.

As a result of the professional approach and the latest technology advancements employed the overall mobile casino functionality has outperformed all original expectations.

Result

Due to the professional design and skillful development BigCasino Mobile offers UK players a fully-functional casino with a wide range of quality games.

BigCasino Mobile is perfectly crafted to retain multiple functionality of online casino and deliver the most popular casino games that can be easily accessed via mobile phone. According to the user statistics after the launch of BigCasino Mobile a number of regular players has shown an increase in their gaming activity in terms of additional accessing their account from their mobile devices.

Currently due to the joint effort of Viaden Gaming team BigCasino Mobile is a popular UK mobile casino destination that offers players all over UK the most popular casino games with full-featured online casino functionality.