

Viaden Gaming

Poker Room System v 3.0

Solution Proposal

iGaming Software

VIADEN
G A M I N G

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Contents

Executive Summary	3
Product Overview	4
System Overview	6
Poker Game Server Architecture	7
Overview	7
Technologies and Libraries	7
Online Poker System Database Structure	7
Poker Client	7
System Website	13
Overview	13
Website Structure	13
System Back End	13
Installation and Configuration Process	15
Warranty	16
Pricing	17
Poker license price:	17
Support and Maintenance	17

Executive Summary

Viaden Gaming is a cutting edge online gambling software company offering optimal Texas Holde'em and Omaha Poker solutions from development through to delivery and maintenance. Viaden Gaming is fully licensed by the Isle of Man Gambling Supervision Commission.

We offer a turnkey client-server solution for building an online poker business. Our poker room software is a robust cross-platform system that functions smoothly on all the major operating systems: Windows, Mac OS and Linux. It is highly flexible and allows easy integration and full customisation. Our feature-rich, ready-to-use online poker room will look and operate to your specification, helping you to gain maximum profit from your online poker business.

The software meets and even exceeds the demands of the fast-paced online gaming market. The platform has been built with the benefit of our extensive experience in the online gambling industry and the deep understanding of best practices that have come from it, backed up by thorough industry analysis and research. The system is seamless, easy to use and backed up by intelligent system architecture that guarantees high performance and bug-free functionality.

Product Overview

General Features:

- **Three poker variants.** Texas Hold'em, Omaha and Omaha Hi-Lo poker versions are supported.
- **Two client variants.** You can choose either a downloadable client-server solution or an entirely web-based application.
- **Full system customisation.** Our system is specifically crafted to provide you with the highest possible degree of customisation.
- **Control of limits.** The solution has the capacity to set limits, such as 'no limit; and 'pot limit' betting.
- **Tournament play.** The software supports the potential for tournament play. Any player can participate in multi-table 'sit & go' tournaments.
- **Private table creation.** Our software allows you to add private tables with limited access.
- **Real time chat.** The game is supplemented with table chat, enabling players to engage with each other during the game.
- **Simultaneous game support.** Any player can participate in up to 4 games simultaneously.
- **Real or virtual money.** Players can choose between playing with virtual money and competing for real money.
- **Detailed statistics.** Gamblers can view detailed statistics on every hand, to help them calculate their odds during a game.
- **Choice of avatars.** System users can personalise their account by adding an avatar.
- **Flexible sizes.** Players can resize the game client as it suits them.
- **Performs at low bandwidths.** Players will be able to play poker even if their internet connection is slow or unreliable.
- **Multilanguage support.** The basic package includes one language, but clients may add any number of languages to their gaming website.

- **Support for all major payment systems.** The inbuilt e-commerce functionality can be easily integrated with all known payment systems and offers not only multiple currencies but also multi-currency wallets for players.
- **Fully mobile.** The poker games are available in mobile versions for Android, iPad and iPhone.
- **Touch screen support.**
- **Integrated finance.** An integrated financial system to provide shared wallets is in the final development stage.
- **Integrated bonus system.**
- **Support for affiliates.** Integrated affiliate system allowing for easy connection of external games and external affiliate systems.
- **Remote support.** Integrated system for remote gaming terminal support
- **Flexible payment options.** We offer support for bill acceptors, cash readers, cash dispensers and full CCtalk realisation.

Additional Social Features:

- **Interactive social network.** Every player has an opportunity to add/remove friends, invite friends to play, send messages to their friends, and give gifts and chips to other players.
- **Experience Points, Levels, Achievements.** Every player has a personal rating featured at his or her profile.
- **Personal profile functionality.** Every player can create a personal profile viewable by other members of their community. This profile states a player's personal information, and indicates player level, number of chips, etc.
- **Message Center.** Smart instant messaging functionality enabling users to exchange messages when in Lobby or at the game table.
- **Gift shop.** Every player can make a virtual gift to any other system user that will be shown in the user's profile. Items in the gift shop can be managed from the system back end and displayed in a member screen.

System Overview

Our software solution is aimed at creating a true-to-life simulation of a real poker room that will naturally attract poker players. This online poker room system can be divided into four main functional parts:

Game Server – This is the core component of the solution. The server performs the game logic and player communication processing together with logging of all financial transactions on the internal database. These are implemented via Java scripting, and high performance and scalability are guaranteed. The game server can be fine tuned to meet your requirements and business objectives.

Poker Client – This is the main player interface, which runs via a downloadable software application installed on the player's computer. The poker client is a cross-platform solution realised through the Adobe AIR programming environment and iOS. The interface is professionally designed to be intuitive and user friendly. Fully web-based no download poker client enabling poker players gamble directly on website is available upon demand.

Poker Website – The website is the 'face' of the games system, acting as both a promotional tool and a source of information for players. The website's primary functions are to attract new players, to announce upcoming events and to keep existing players up to date with news and promotions. The website handles new user registration, downloads of the poker client, user account set up and management, payments and payment statistics.

Poker Back End (administration area) – This powerful system, supplemented with basic CMS, is the primary operations and management tool. The administration area is a web application that enables the poker room owner or administrator to manage the system functions in real time using a web browser. It is built using the latest PHP and AJAX scripting techniques.

Poker Game Server Architecture

Overview

The poker game server is a Java based program that is permanently available via the game client's Internet connection. The server performs the following operations:

- Data exchange with poker game clients
- Data validity verification
- Current system database status update
- User accounts management
- Payment systems integration
- Poker tables management
- Same game player synchronisation
- Game logic performance
- Tournament management

Technologies and Libraries

The server makes use of the following technologies and libraries:

- Sockets
- JDBC
- DB connection pool (Apache DBCP)
- Socket connection pool
- Apache XML RPC
- Java mail
- Unit testing (TestNG)

Online Poker System Database Structure

Our database enables fast information processing and handling. The following data is stored in the tables of the system:

- User profile data
- Detailed history of played hands
- Information about cash games and tournaments
- Detailed records of all financial transactions

Poker Client

The poker game client is the main interface for user-system interaction and is available in both downloadable and non-downloadable formats.

The downloadable client is an executable file that installs on a player's computer. The system requirements for the client machine are as follows:

- Microsoft Windows, Linux, Mac OS, iOS
- Screen resolution not less than 1024x768
- Macromedia Flash Player version 8.0 or above

Our client application is a cross-platform solution working under the Adobe AIR (Adobe Integrated Runtime) environment. iPhone/iPad client is developed to operate under iOS. This enables it to run under any OS without needing to install any additional software or plugins.

Alternatively, Viaden Gaming also offers a web-based client that provides all of the same functionality as the downloadable version but requires no executable files to run. It runs smoothly in a browser window.

In addition to providing a realistic and enjoyable user experience, the clients are also very stable, even when running on poor internet connections. If the connection to the server drops at any point, the game client automatically makes repeated attempts to reconnect. If the player is in a game at the time of the disconnection, the game acts on their behalf by removing his blind bets and folding on every hand until the connection is restored.

The graphical elements of the game can be seen below.

Main Lobby



Player Mode

Report Abuse

The screenshot displays the Viaden Casino interface. A 'Report Abuse' dialog box is open in the center, overlaid on a tournament lobby. The dialog box has a title bar with 'Report Abuse' and a close button. Below the title bar, it says 'Select any players below to report'. There is a poker table layout with several seats, each with a checkbox and a placeholder '<NICK_NAME>'. One checkbox is checked. Below the table, there is a 'Reason:' dropdown menu with '- select -' and a text input field with the placeholder 'Enter the brief abuse reason details here'. At the bottom of the dialog are 'Report Abuse' and 'Cancel' buttons.

The background interface includes a top navigation bar with 'LOBBY', 'ACCOUNT', 'OPTIONS', 'VIEW', 'LANGUAGE', and 'HELP'. On the left, there are buttons for 'REAL MONEY', 'Private Games', 'Tournaments', and 'Sit&Go'. A table of game statistics is visible, with columns for ID, Date, and game details. On the right, there is a 'CASHIER' panel showing the time '23:15 MSK' and player statistics. Below that is a 'TOURNAMENT NAME' panel with details about the tournament, including 'Started on: Monday, May 31, 2010 18:10 MSK' and 'Prize Pool: \$300'. A 'Tournament Lobby' button is at the bottom right.

System Website

Overview

The website is built on PHP scripting and can deliver the following services and information:

- New player registration
- Download of the poker client
- System information
- Terms and conditions
- News and updates
- User profile information update

Website Structure

The website includes a variety of functionality, including the following:

- **Player Registration**
- **Player Profile Page**
- **News and Announcements**
- **Information**

The website is designed to be easy to navigate and includes the following sections:

- Home/Index
- Contact Information
- Client Download
- Help Section
- Game Rules Page
- Responsible Gaming
- FAQ page
- Privacy Policy
- Terms of Use
- News Section
- New Player Registration
- Player Profile

System Back End

The administration area of our system is a fully customisable console that enables online poker room owners and administrators to easily manage all the server system processes. The intuitive interface guarantees fast, simple access to every process taking place within the system.

The administration area is used to provide the following management and administrative functions:

- System adjusting and configuration
- User profile viewing and management
- Game management
- Blocking and deleting user profiles
- Transactions viewing
- Game statistics viewing

The interface for the administration area is shown below.

The screenshot displays the administration interface with a navigation menu at the top and three main data sections:

Cash Flow & Users Stats

Detailed | Casino Payout

	Self	Affiliates	Total
Cash In:	\$ 116 423 442.61	\$ 1 130.00	\$ 116 424 572.61
Cash Out:	\$ 131 098.84	\$ 35.00	\$ 131 133.84
Pending:	\$ 0.00	\$ 0.00	\$ 0.00
In-Out:	0.11 %	0.00 %	0.11 %

	Self	Affiliates	Total
Bonuses Issued:	\$ 30 046 452.00	\$ 365.68	\$ 30 046 817.68
Players Loss:	\$ -553 402 322 109 929 152.00	\$ -31.59	\$ -553 402 322 109 929 152.00
Players On Hands:	\$ 553 402 322 256 267 904.00	\$ 1 492.27	\$ 553 402 322 256 269 376.00
Prize Fund Paid:		\$ 553 402 322 110 061 952.00	
Gross Profit:	\$ 132 710.21	\$ 139.20	\$ -553 402 322 109 929 088.00

Real Players:	128
Online:	22
Fun Players:	771
Online:	1

Multiplayer Poker Stats

	Self	Affiliates	Total
Rake:	\$ 40 402.76	\$ 149.27	\$ 40 552.03
Fee:	\$ 1 185.20	\$ 0.00	\$ 1 185.20

Number of desks:	32
Total hands played:	77182
Non-empty desks:	3

Games & Casino Stats

Detailed

	Self	Affiliates	Total
Players Loss Sum:	\$ 283 459.12	\$ 10.25	\$ 283 469.37
Players Loss Count:	198 556	7	198 563
Avg Players Loss:	\$ 1.43	\$ 1.46	\$ 1.43

	Self	Affiliates	Total
Players Won Sum:	\$ 192 336.87	\$ 20.32	\$ 192 357.19
Players Won Count:	59 792	5	59 797
Avg Players Won:	\$ 3.22	\$ 4.06	\$ 3.22

Hit Rate:	1 of 0.30	1 of 0.71	1 of 0.30
Payout:	67.85 %	198.24 %	67.86 %

Installation and Configuration Process

With our client-oriented approach to business, we tailor everything to meet your needs, objectives and level of server administration experience. The installation and configuration is a three-stage process:

The first stage is the acquisition of appropriate hardware. A dedicated server is required, which matches the requirements of the hosting company, and we will require administrative access to it.

The second phase is the installation of our poker room software on the server. Viaden's development team performs the installation and integration process via API.

Finally, we configure the system in line with your specific needs.

Warranty

The software is covered by a lifetime warranty. This includes free and immediate bug-fixing if any appear. However, in order to receive a lifetime guarantee on the software solutions we offer, you are required to accept the following conditions:

1. Viaden Gaming does not provide the client with any passwords to services or any other accesses to the technical part of the system.
2. You will not implement any system changes directly
3. You will not add or remove any system components directly.
4. There will be no free design changes after approval of the initial design.
5. Software is delivered in expectation of continued payment of a monthly revenue share.

Pricing

Poker license price:

The set up cost is EUR 100,000, which includes the full cycle of a poker room creation. This includes:

- Poker software
- Poker website building
- Back end set up
- Website, client, and back end design
- Poker tables 'look and feel' customisation
- Branding with client logo
- Full integration with current user base on the wallet and account level

If you set up poker as the second or the third product line it will cost you EUR 30,000 and EUR 20,000 correspondingly.

Support and Maintenance

Support cost for real money poker license is 10% from monthly NGR (Net Gaming Revenue) with min monthly payment of EURO 3,000.

Support cost per fun-money poker license is:

- EURO 5,000 per month - up to 50,000 players
- EURO 7,500 per month - up to 75,000 players
- EURO 10,000 per month - for 100,000 players and more

Support activities include:

- Day-to-day system operation support
- Regular system functioning audits
- Technical consultations
- Efficiency restoration
- Security audits