

Electronic Poker Invading Bars Everywhere

PokerTek to Distribute Heads-Up Machine for Amusement Only

By Bob Pajich

Coming soon to a bar near you: electronic poker tables.

PokerTek, the company behind the PokerPro electronic poker tables, will distribute a *World Series of Poker*-branded heads-up version of its electronic poker tables to bars everywhere.

Machines called the Heads-Up Challenge World Series of Poker edition will be branded with *WSOP* logos, thanks to a licensing agreement signed with Harrah's earlier this year. The games are for amusement only.

PokerTek signed a domestic distribution agreement with nine companies that specialize in distributing amusement games to most areas of the country, so most bars that sport Golden Tee or Ms. Pac Man games will mostly likely bring in one of these.

The game will cost \$2 per player and will accept dollars and, eventually, credit cards. The game hit bars in early August, and the distribution network covers the entire United States.

The machines also will be hooked up to a network that will track player stats and standings. Bar owners will have to go through one of the distribution companies to secure a machine.

People in Las Vegas for the *WSOP* were introduced to the machine at the Rio when *WSOP* Commissioner Jeffrey Pollack revealed it by snatching a black cloth off it. Phil Laak and Antonio Esfandiari played the first game in public in front of a crowd of photographers, reporters, and railbirds.

A home version of the machine is in the works, and the price is yet to be determined. People interested in the home version of the machine should visit PokerTek's website: pokertek.com.

PokerTek makes both 10-player and heads-up tables for use in casinos. It has placed electronic tables in more than 20 casinos and cruise ships around the globe. Players interact with the cards and their chips through an electron touch screen, which shows hole-cards, chip amounts of the players, and the action.

In the middle of the table sits a flat-screen monitor that displays the board, betting amounts, and the button, and shows whose turn it is to act. In the casinos, an electronic kiosk system is used to automatically register players for tournaments and cash games. ♠



Card Player Continues International Expansion

Spain, Russia, and Hungary Will Soon Be Invaded

Card Player Media has entered into licensing agreements that will bring *Card Player* magazine to the rapidly growing poker markets of Spain, Russia, and Hungary.

The magazines will launch in the fall of 2007 and will join the growing group of Card Player Media partners, which include *Card Player Europe*, *Card Player Brazil*, *Card Player Italia*, *Card Player France*, *Card Player Finland*, *Card Player Germany*, *Poker Magazine*, and *Card Player Norway*.

"With our partners, *Card Player* continues to bring the game of poker into new markets," stated Jeff Shulman, *Card Player* president and COO. "As the popularity of poker spreads across the globe, so does the need for quality poker content. We welcome our new partners in Spain, Russia, and Hungary to the growing *Card Player* family." ♠

Asian Poker Classic Returning to India

March 2008

By Bob Pajich

The *Asian Poker Classic* announced that it will return to Goa, India, for a second tournament next March. An exact date and venue will be named later.

The last *Asian Poker Classic* attracted 140 players and was won by Carl Hostrup of Denmark. He won \$320,000. Several big-time pros showed up to play in the event, including Mel Judah and Surinder Sunar.

More details will be announced when made available. ♠

