



Casino Shield

Responsible, Safe, & Secure Gaming

Casino Shield Benefits

Casino Shield is a software program that users install on their computer desktops. Casino Shield hides all traces of gaming activity on the user's computer. The only way to access Casino Shield protected games is through the Casino Shield interface, which can be password protected for even greater security and privacy. While residing on the user's desktop, Casino Shield communicates back to the Casino Shield servers providing usage statistics and to serve advertisements to the user while they use the Casino Shield software. These ads are not done via pop-ups or any other intrusive manner; they are provided passively via the Casino Shield interface. Casino Shield is your key to the most valuable piece of real estate in cyberspace – the consumer's desktop. Casino Shield benefits you, the portal operator, via user interface branding, targeted advertising, and usage statistics, as described below.

Brand Awareness on the Desktop

Casino Shield's functionality is provided within a user interface that users access every time they play a casino. The user interface contains permanent branding displaying your name and/or logo, and a section of the interface contains ads for your affiliate products. So, users will be exposed to your brand and to your ads every time they play a casino, whether or not it is one of yours or that of a competitor.

Targeted Advertising

Casino Shield is aware of which casinos are installed and which ones are played most often. With this knowledge, it can make a decision about which of your ads would be most effective at any given time. You provide the ads (i.e. for new signups, reload bonuses, etc.) and specify a few rules for showing the ads. The logic within the Casino Shield program in combination with our ad servers will do the rest. Our ad servers track the views and click-thru rates for your ads, and you can monitor the number of views and clicks for each of your ads from our web-based management console and with our monthly reports.

Statistics Gathering

Casino Shield also communicates with our servers to provide a variety of statistical data that we store in our database. We use this data to provide anonymous, aggregated statistics regarding which casinos users have installed, how often they play them, etc. We provide this information to you via our web-based management console and via monthly reports.

Who Provides What?

Portal Operator Provides Creative

The portal operator will provide the creative (i.e. logos and banner ads). Casino Shield will be responsible for integrating the branding into the program's user interface and for setting up the ads on the ad server. The portal operator must provide at least one ad. However, the more ads provided the more effective and targeted the ads will become. The ads are banners (graphic images) provided in standard ad sizes commonly used on the web.

Casino Shield Supplies Storage and Bandwidth

The portal operator does not need to provide any space on their servers, nor do they need to account for the bandwidth used for downloads. The software will be housed on our servers at our data center, and users will download the software from there. The software communicates back to our servers for ad rotation and statistics gathering. It does not generate additional load on the portal operator's website, other than web traffic due to enhanced ad click-thru rates. The portal operator can monitor product usage and ad server statistics via the management portal at our website and/or via monthly reports.

Casino Shield Provides Customer Support

The portal operator does not need to provide support for the software. All product support issues will be handled by Casino Shield. We will provide a number of support options, including online help files and FAQ's at our website, email support, online chats, and a 1-800 number.

Casino Shield In Summary

Casino Shield software helps game players with security and management of their casino games via password protection and icon aggregation. The portal is given advertising space within Casino Shield that allows them to direct targeted Smart Ads™ to players every time they play any casino. The portal is given statistics on casinos played and installed on user's computers so that they can target their marketing efforts more effectively. Casino Shield provides this service to casino players free of charge and free to portals for the first 30 days; once the free 30 day launch is over a per click charge will be applied for advertisements within Casino Shield software. Bottom line, we send you more traffic from your most active players, we provide you the tools to target your advertisements more precisely, we provide you a tool FREE to your players that helps them with security and privacy. All of this and you never pay unless you see results.

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Secure, Safe and Responsible

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