<u>**Mobile Gaming: A Technical Perspective**</u>
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Many operators today are adding a mobile interface to complement their existing suite of games and betting applications, thereby allowing players to gamble with their mobile telephone or PDA.

As players become increasingly aware of mobile gaming, and progressively more open to the convenience it offers, the associated revenues for mobile gaming operators will likely increase proportionately.

Whether operating or developing traditional casino-style gaming, sports betting, or peer-to-peer applications, getting on board early with mobile gaming could see you reaping the rewards not too far down the road. On the other hand, falling behind now could mean having to play catch-up later on, while your competitors are enjoying their profitable head-start.

Naturally, there are challenges to overcome with mobile gaming, but nothing a little technology and ingenuity can't solve.

One of the biggest problems faced by mobile operators is that the mobile gaming experience is restricted by the ergonomic limitations of the physical device. Older mobile telephones and PDAs were equipped with a cumbersome key pad and a relatively small view screen with poor resolution.

Mobile technology has come a long way, and manufacturers have answered such demands with more ergonomic key pads, and bigger and better view screens. Urged on by the recent introduction of mobile television, this trend is not likely to diminish in the near future.

Now that technology has caught up with necessity, the player's gaming experience can be effectively unchanged regardless of whether playing games in person, over the Internet, or via mobile telephone or PDA. Sure, the screen may be smaller, and the buttons may look a little different, but the images and game functionality are basically the same.

In fact, the specific intention is for players to see little or no difference with the new interface, since it is functionally equivalent. This allows players to more easily get into the swing of things, and start gambling with their mobile device as soon as possible.

There are, of course, security issues to consider.

Older mobile telephones and PDAs used little or no encryption, and any other security measures such as authentication were weak and relatively easy to circumvent. As each new generation of mobile devices is made available on the market, security measures are augmented and sharpened.

Naturally, the existing infrastructure and communication protocols put limits on this advancement; however, mobile suppliers are still making great strides. Overall, data communications using mobile telephones and PDAs is becoming increasingly secure.

Finally, there is the regulatory aspect to consider.

Many jurisdictions welcome the addition of mobile gaming under the umbrella of their regulation, choosing to accept it as an inevitable change, and accept the tax dollars that come with it!

Many other jurisdictions, however, deem it to violate their existing legislation, leaving them no choice but to ban mobile gaming altogether, or at least prohibit certain forms of gaming from having a mobile interface.
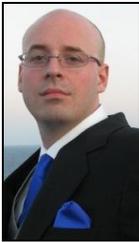
Others still remain on the fence cautiously evaluating where they should stand.

Either way, it is clear that many jurisdictions are either amenable to, or at least considering, the advantages of regulating mobile gaming.

With an increasing quality of game play experience brought about by advancements in mobile technology, and improved communications security, implementing a mobile interface for your gaming operations should be a serious consideration for your organization as well.

Your competitors are surely asking themselves the same question, and your reluctance to act could potentially result in lost market share and revenue.

Bio

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