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(54) **GAMING DEVICE WITH CUSTOMIZABLE TEMPLATE FOR ADVERTISING DISPLAY**

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(57) **ABSTRACT**

The invention provides for generating a customizable gaming-machine template for advertising on a gaming-machine. A customizable template may be generated to allow a user, such as a casino or licensee, to customize secondary gaming information to be displayed on the gaming-machine. The user may select what type of information is to be displayed, when is it displayed (e.g., times of days), triggers for its display (e.g., particular states of the gaming-machine) and a format for its display (e.g., size, shape, device, colors, display locations, etc.).

FIG. 1

FIG. 2

| Interface | 302 |
| Memory | 308 |

Master Gaming Controller 300

Slave Processor 324

Menu Generator 310

Authenticator 304

306

Customized Data 314

Generic Data 312

Available Game Library 320

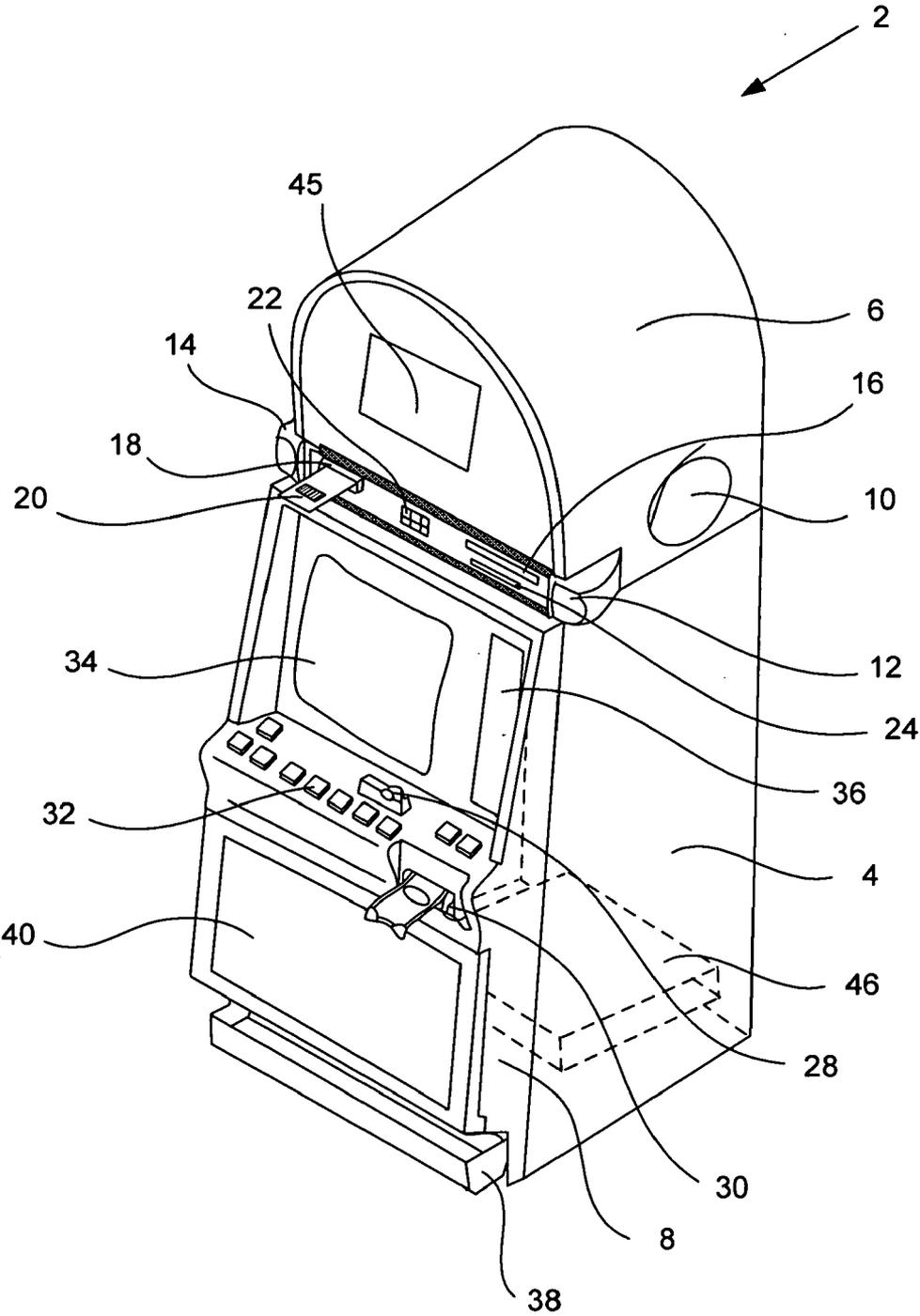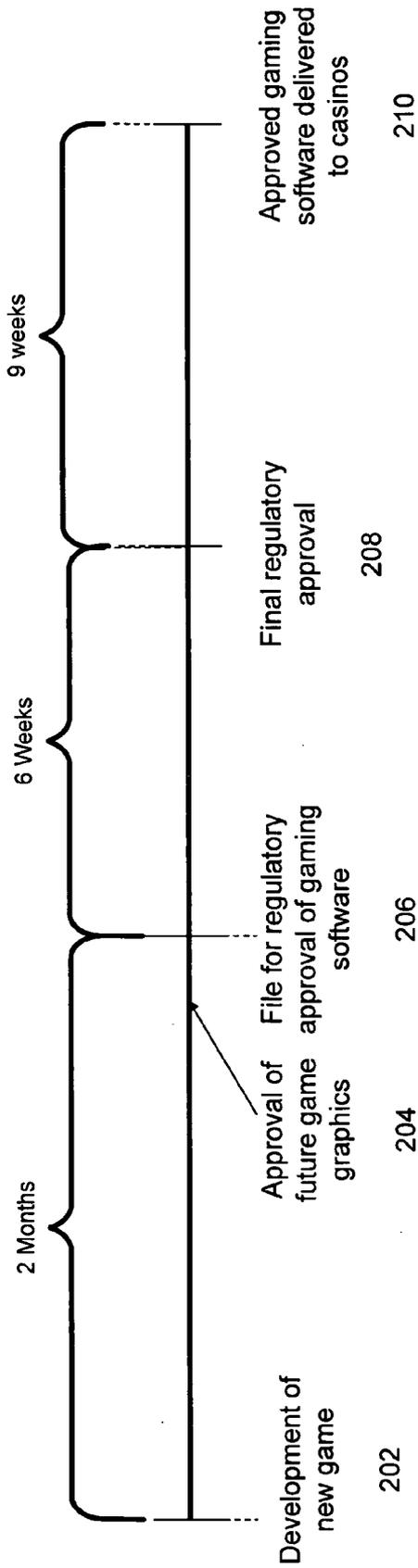Current Game Library 316
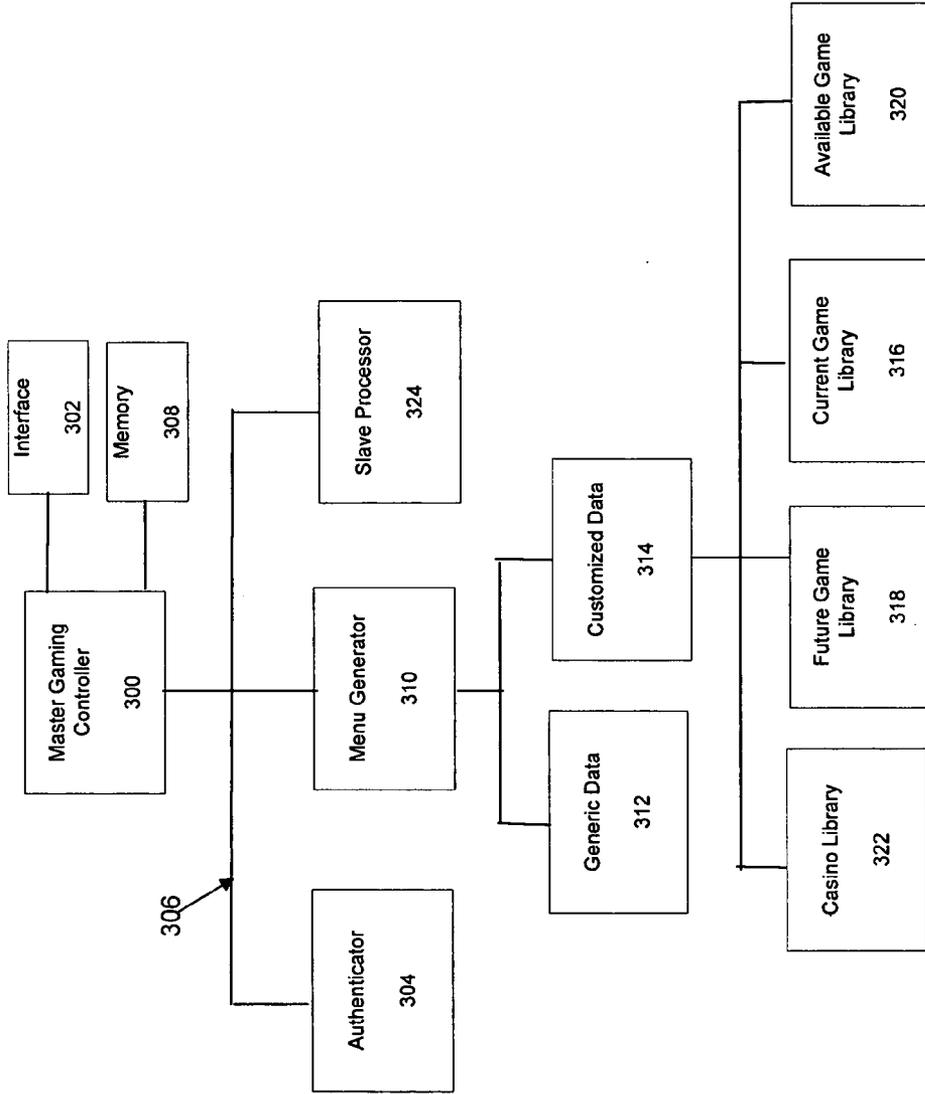
Future Game Library 318

Casino Library 322

FIG. 3

FIG. 4A

THIS MONTH'S
FEATURED
RESTAURANT

408

Daniel Boulud
Brasserie

French cuisine offering a feast of sensations
for every palate in every price range!
404

☆☆☆☆☆
"impeccable!"
-ZAGAT SURVEY

LAS VEGAS

TM

THANK YOU FOR PLAYING!

402

FIG. 4B

Begin

Insert an approved portable memory device having an approved gaming software, into a gaming-machine — 502

Authenticate the memory device — 504

Generate a template having a list of advertising images that are embedded in the approved gaming software — 506

Select the advertising images to be displayed on the gaming-machine display — 508

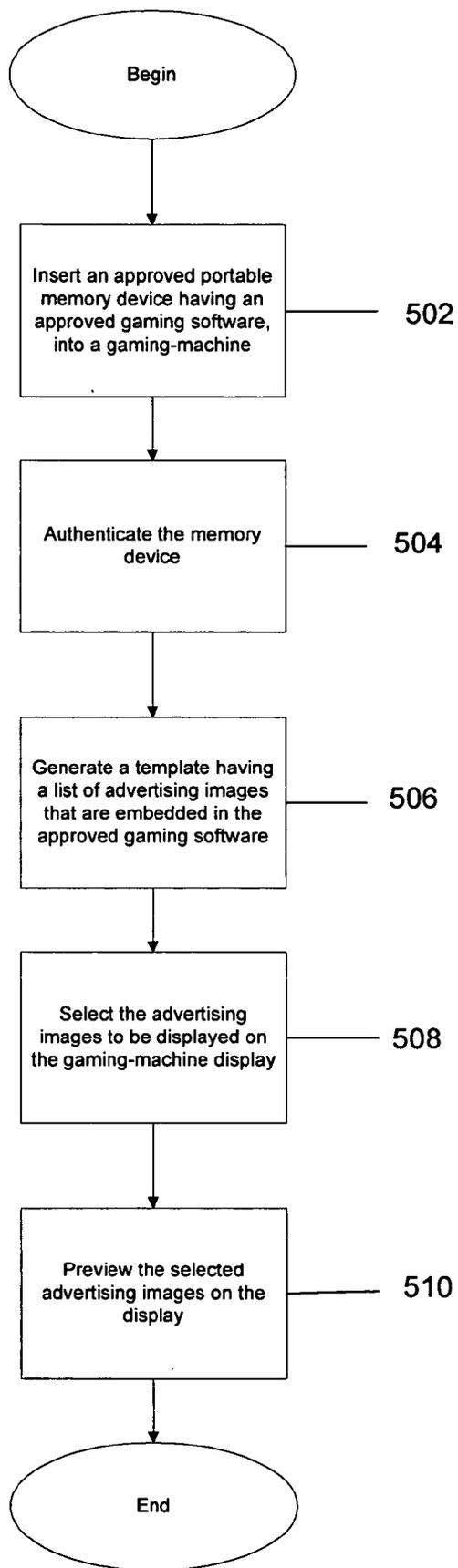Preview the selected advertising images on the display — 510

End

FIG. 5

GAMING DEVICE WITH CUSTOMIZABLE TEMPLATE FOR ADVERTISING DISPLAY

FIELD OF THE INVENTION

[0001] The present invention relates to gaming devices and methods. More particularly, the present invention relates to gaming devices and methods for generating a template to customize advertising images displayed on a gaming-machine.

BACKGROUND OF THE INVENTION

[0002] Gaming-machines may provide "primary gaming information" and/or "secondary gaming information". "Primary gaming information" includes, for example, information about numerous stages of game play such as (1) a "currency in" stage in which the machine awaits a coin or bill insertion to initiate a play, (2) a "game play" stage in which the player has initiated a play (e.g., spinning reels on a slot machine), and (3) a "game result" stage in which a payout or no-payout event is registered. Other primary events include general gaming-machine state changes such as a malfunction (e.g., a tilt). "Secondary gaming information" includes information about slot tournaments, progressive games, various games on the machine, casino content (e.g., dining discounts), future games to be released, and other incentives to maintain a player's interest or to play in a particular manner.

[0003] The gaming information may be displayed on a video gaming-machine illustrated in FIG. 1. The video gaming-machine 2 can be used to display primary and/or secondary gaming information. Machine 2 includes a main cabinet 4, which generally surrounds the machine interior (not shown) and is viewable by users. The main cabinet 4 includes a main door 8 on the front of the machine 2, which opens to provide access to the interior of the machine 2. Attached to the main door 8 are player-input switches or buttons 32, a coin acceptor 28, and a bill validator 30, a coin tray 38, and a belly glass 40. Viewable through the main door is a video display monitor 34 and an information panel 36. The display monitor 34 will typically be a cathode ray tube, high resolution flat-panel LCD, or other conventional electronically controlled video monitor. The display monitor 34 is where primary gaming information and events are typically presented to the gaming-machine user. Although secondary gaming information may also be displayed on the display monitor, it is not preferable since the information is only displayed to the player and not visible to others.

[0004] The information panel 36 may be a backlit, silk-screened glass panel with lettering to indicate general game information including, for example, a game denomination (e.g. $.25 or $1). The bill validator 30, player-input switches 32, video display monitor 34, and information panel 36 are devices used to play a game on the gaming-machine 2. The devices are controlled by circuitry (e.g. the master gaming controller 46) housed inside the main cabinet 4 of the machine 2. Many possible games, including mechanical slot games, video slot games, video poker, video black jack, video pachinko and lottery, may be provided with gaming-machines of this invention.

[0005] The gaming-machine 2 includes a top box 6, which sits on top of the main cabinet 4. The top box 6 houses a number of devices, which may be used to add features to a game being played on the gaming-machine 2, including

speakers 10, 12, 14, a ticket printer 18 which prints bar-coded tickets 20, a key pad 22 for entering player tracking information, a florescent display 16 for displaying player tracking information, a card reader 24 for entering a magnetic striped card containing player tracking information. The top box 6 may also include a secondary display monitor 45 for displaying secondary gaming information. Use of the secondary display monitor 45 allows casinos to display information not only to the player, but also to other casino visitors. The secondary display monitor 45 may display primary or secondary gaming information.

[0006] Gaming-machine 2 is but one example from a wide range of gaming-machine designs on which the present invention may be implemented. For example, not all suitable gaming-machines have top boxes or player tracking features. Further, some gaming-machines have two or more game displays—mechanical and/or video. And, some gaming-machines are designed for bar tables and have displays that face upwards. Those skilled in the art will understand that the invention, as described below, can be deployed on most any gaming-machine now available or hereafter developed.

[0007] One method used to display information on the gaming-machine is to silk-screen the artwork onto the glass of the secondary display monitor 45. This is a very resource intensive task which avoids the requirement to obtain regulatory approval, as will be discussed in detail below. Workers silk screen the artwork onto the glass by a carefully controlled process as the quality of the silk screen process must be very high to ensure that pin holes or other defects in the painted areas are not present. This is because the displays are backlit such that light shines through the glass. Any pin holes or other defects would be immediately apparent to the gaming-machine player.

[0008] Furthermore, a given gaming-machine may have its silk screen glass replaced multiple times during its life. Since the information is static, most gaming-machines installed in a casino must be regularly retrofitted to provide fresh appeal to potential gaming-machine players and to maintain or increase a player's interest or desire to play a particular game. This retrofit is costly for a casino since the glass must be manufactured via the expensive silk screening process. Gaming-machine companies must maintain graphic artists and silk screen artists on site to generate new designs and the new glass. Additionally, the casino must devote service personnel to remove and install the glass.

[0009] To overcome some of the disadvantages of having a static advertisement on expensive retrofitted glass that must be changed periodically, player tracking units have been used to provide secondary gaming information. Player tracking units are usually manufactured as an after-market device separate from the gaming-machine. Many different companies manufacture player tracking units as part of player tracking/accounting systems. These player tracking/accounting systems are used in most casinos. Most casinos utilize only one type of player tracking system (i.e. from one manufacturer) while the type of player tracking system varies from casino to casino.

[0010] Player tracking units are added to a gaming-machine but are disconnected from gaming features. Thus, it is not as highly regulated and avoids the time consuming process to obtain regulatory approval. As such, casinos may easily customize the information on the player tracking unit to advertise casino related incentives or attractions.

[0011] Unfortunately, the player tracking unit has several disadvantages. First, the player tracking unit display, similar to the gaming-machine display monitor **34**, may only been seen by the player as it is small and positioned in front of the player. Second, due to its smaller size, the player tracking unit display has limited graphics capability. Third, since the player tracking unit is not allowed to be integrated with the gaming-machine, it is unaware of what state the gaming-machine is at and continually runs the secondary gaming information. As such, players typically become accustomed to the re-runs of secondary gaming information on the display and soon ignore the displayed information. Fourth, the player tracking unit must unfortunately duplicate hardware and software functions of the gaming-machine since it is not able to be integrated with the gaming-machine. Lastly, although the player tracking unit may have audio capability it is typically not utilized. Since the player tracking unit is not aware of the state of the gaming-machine, the noise from the unit may interfere with a player's main game play.

[0012] As briefly described above, certain gaming features must be approved through a costly and time-consuming regulatory process in the gaming industry. Hardware and software used to generate or execute game software used to generate a game of chance are highly regulated. Any changes, no matter how minor, must be submitted for approval by a regulatory agency. As such, a number of requirements unique to the gaming industry must be considered when implementing gaming features on a gaming-machine. For instance, the gaming-machines on casino floors are licensed, monitored, taxed, and serviced. Typically, within a geographic area allowing gaming, i.e. a gaming jurisdiction, a governing entity is chartered with regulating the games played in the gaming jurisdiction to insure fairness and to prevent cheating. In any gaming jurisdiction, there are stringent regulatory restrictions for gaming-machines requiring a time-consuming approval process of 1) new gaming hardware, 2) new gaming software, and 3) any software modifications to gaming software used on gaming-machines. As such, casinos are not apt to incorporate any customized secondary gaming information or advertisements onto a gaming-machine using the gaming software or any other regulated gaming-machine hardware.

[0013] Thus, it is desirable to have a device and method to provide secondary gaming information visible to both gaming-machine players and non-players that will overcome the disadvantages described above.

BRIEF DESCRIPTION OF THE INVENTION

[0014] The invention provides for generating a customizable gaming-machine template for advertising on a gaming-machine. A customizable template may be generated to allow a user, such as a casino or licensee, to customize secondary gaming information to be displayed on the gaming-machine. The user may select what type of information is to be displayed, when is it displayed (e.g., times of days), triggers for its display (e.g., particular states of the gaming-machine) and a format for its display (e.g., size, shape, device, colors, display locations, etc.).

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] The accompanying drawings, which are incorporated into and constitute a part of this specification, illustrate one or more embodiments and, together with the detailed description, serve to explain the principles and implementations of the invention.

[0016] In the drawings:

[0017] FIG. **1** illustrates a video gaming-machine in accordance with an embodiment of the invention.

[0018] FIG. **2** illustrates a timeline for delivering new gaming software to a casino in accordance with an embodiment of the invention.

[0019] FIG. **3** is a block diagram illustrating devices of a gaming-machine in accordance with an embodiment of the invention.

[0020] FIGS. **4A** and **4B** illustrate various advertising images on a gaming-machine display in accordance with embodiments of the invention.

[0021] FIG. **5** is a block diagram illustrating a method for generating a gaming-machine template for advertising on a gaming-machine in accordance with an embodiment of the invention.

DETAILED DESCRIPTION

[0022] Embodiments are described herein in the context of a gaming device with customizable template for advertising display. Those of ordinary skill in the art will realize that the following detailed description is illustrative only and is not intended to be in any way limiting. Other embodiments will readily suggest themselves to such skilled persons having the benefit of this disclosure. Reference will now be made in detail to implementations as illustrated in the accompanying drawings. The same reference indicators will be used throughout the drawings and the following detailed description to refer to the same or like parts.

[0023] In the interest of clarity, not all of the routine features of the implementations described herein are shown and described. It will, of course, be appreciated that in the development of any such actual implementation, numerous implementation-specific decisions must be made in order to achieve the developer's specific goals, such as compliance with application- and business-related constraints, and that these specific goals will vary from one implementation to another and from one developer to another. Moreover, it will be appreciated that such a development effort might be complex and time-consuming, but would nevertheless be a routine undertaking of engineering for those of ordinary skill in the art having the benefit of this disclosure.

[0024] The invention provides for generating a customizable gaming-machine template for advertising on a gaming-machine. A customizable template may be generated to allow a user, such as a casino or licensee, to customize secondary gaming information to be displayed on the gaming-machine. The template would allow the user to specify what advertising images to display, where to display the advertising image, how long to advertise the advertisement, and to match the timing of advertisement to a state of the gaming-machine.

[0025] The gaming-machine may provide for player interaction with the secondary gaming information through an interactive display. For example, should the player be interested in learning more about an advertised game, the player may merely touch the screen and instant information about the advertised game may be displayed. Additionally, if the player is interested about the menu at the Cafe, the player may merely touch the screen and the menu would be displayed. The information may be displayed in any known

manner such as in text form, via video format, or by any other means. It will be appreciated that, for example, the player may effectively initiate the assessing of the advertisement by making a request via a graphical user interface (GUI). The player may, for example, select a menu-item. As such, it is preferable that the gaming-machine have an operating system for an active video platform (AVP) as described in U.S. patent application Ser. No. 10/040,239 filed on Jan. 3, 2002, entitled "Game Development Architecture That Decouples The Game Logic From The Graphics Logic" which is incorporated herein in its entirety and for all purposes. The operating system will not be discussed herein to prevent obfuscation of the present invention.

[0026] There are a number of requirements unique to the gaming industry. FIG. 2 illustrates a timeline for delivering new gaming software to a casino. Once a new game is developed at 202, it takes approximately two months to complete and test the gaming software before it is filed with the relevant regulating agency for approval at 206. However prior to being filed with the regulatory agency at 206, it may be necessary to obtain final approval for secondary gaming information at 204 from third parties such as a licensee and/or casino. The licensee and/or casino may want to advertise future games or casino related information, respectively, on the gaming-machine. Thus, this step may take longer than two months. However, final approval is necessary since it is not possible to alter the graphics once submitted to the regulatory agency at 206 as any changes, no matter how minor, need to be submitted for approval from the regulating agency. As such, although the gaming software may not contain new information for the base game(s) installed on the gaming-machine and may just comprise new secondary gaming information, regulatory approval is still required since the secondary gaming information is embedded into the gaming software. For example, periodic updates to the gaming software may be necessary to update information about upcoming games, since they are time-sensitive as games eventually are no longer "new". The updated gaming software may be obtained from any memory device such as a compact disc, USB, optics, a second game box, and any other similar means.

[0027] It takes about six weeks to obtain approval from the regulatory agency at 208. Once approved, it takes about nine weeks for the game to be packaged in a game box and/or portable memory device and delivered to the casino at 210.

[0028] FIG. 3 is a block diagram illustrating devices of a gaming-machine in accordance with an embodiment of the invention. When the portable memory device is delivered to the casino, it may be placed into an interface 302 in the gaming-machine that is in communication with a master gaming controller 300. The master gaming controller 300 controls the games played on the gaming-machine. For each game, a wager is received on an outcome of the game and the outcome is determined and presented to the user on a gaming-machine display. The gaming-machine may have a PCI bus 306 for communication between the master gaming controller 300 and at least one device connected to the PCI bus. For example, an authenticator 304 may be in communication with the master gaming controller to authenticate the portable memory device. There are various authentication methods, however, it is preferable to use the methods discussed in U.S. Pat. No. 1. 6,106,396, issued Aug. 22, 2000, entitled "Electronic casino gaming system with improved play capacity, authentication and security"; U.S.

Pat. No. 2. 6,620,047, issued Sep. 16, 2003, entitled "Electronic gaming apparatus having authentication data sets"; or U.S. Pat. No. 3. 6,685,567 issued Feb. 3, 2004, entitled "Process verification" which are incorporated herein in their entirety and for all purposes. The authentication methods and systems will not be discussed herein to prevent obfuscation of the present invention.

[0029] Once authenticated, the gaming software may be stored on a memory 308 of the gaming-machine that is in communication with the master gaming controller 300. The master gaming controller 300 may then communicate with a menu generator 310 to generate a template listing the various advertising images that may be displayed on the gaming-machine.

[0030] The menu generator is typically available only to a gaming-machine operator. Thus, the gaming-machine is placed in a "special" operator mode before the menu generator is accessible. For example, in some embodiments, an operator inserts a key into to the gaming-machine that places the gaming-machine in operator mode. While in operator mode game play features on the gaming-machine are disabled.

[0031] After being placed in the operator mode, the operator mode functions, such as the menu generator may appear on the main display of the gaming-machine. In one embodiment, the menu generator may comprise various option buttons that are compatible with touch screen interface on the main display and/or mechanical input buttons coupled to the gaming-machine. The present invention is not limited to using the main display and other devices on the gaming-machine, such as a secondary display, may be used to provide an interface to the menu generator.

[0032] The menu generator may allow an operator to select and customize information included in the approved gaming software on the gaming-machine for output on at least one of the gaming-machine interfaces. The gaming-machine interfaces include any gaming devices coupled to the gaming-machine that may be used to transmit information to a user, such as displays, audio output devices, light panels, etc). The menu generator may allow the operator to select what type of information is to be displayed, when is it displayed (e.g., specific days, times of day, random times and/or days), triggers for its display (e.g., particular states of the gaming-machine) and a format for its display (e.g., size, shape, device, colors, display locations, etc.).

[0033] To allow the customization to be output on the gaming-machine interface, the customized information has to be pre-approved by a regulatory board for incorporation into the game because it is part of a game software package that is allowed to execute on the game hardware (e.g., processor, RAM, motherboard) that controls a play of a game of chance. Any game logic and data (e.g., programs, text, sounds, graphics, etc.) that is executed or stored on the game hardware that controls the game play on the gaming-machine interface is highly regulated. As noted in the background, the regulatory standards for logic and data processed on gaming devices, such a player tracking units, not approved to control a play of a game of chance are much less stringent. However, the gaming devices, such as player tracking units, not approved for controlling a game are not allowed to access devices, such as a main display, speakers, input devices, etc, comprising the gaming-machine interface that are coupled to the master gaming controller. Therefore, to output customized information, gaming devices, such as

player tracking units, include an output interface separate from the gaming-machine interface controlled by the game hardware. To keep costs down associated with having two separate output interface on the gaming-machine with overlapping functionality (i.e., a player tracking display, speakers, input devices, versus a separate gaming-machine interface display, speakers and input devices) as well as space limitations, the capabilities of the output interface on gaming devices not approved for controlling a game, such as a player tracking unit, is less capable and smaller than the gaming-machine interface.

[0034] In a particular embodiment, the menu generator may include options for integrating the customized information into game play. For example, a wagering game with a food theme may be customized to advertise restaurants or food at a particular establishment. In another example, the operator may be allowed to customize certain symbols or sounds in a slot game for advertising purposes.

[0035] In general, the menu generator may allow an operator to select customized graphics, texts and sounds for placement in a video slot game. The video game package may include a number of places where the customized information, such as text, sound and graphics, may be inserted using the menu generator. These places may vary depending on the type of game being played. The menu generator may highlight the available places in a game that may include customization by showing various screen shots of the game with indicators as to where custom information may be inserted and how it will be displayed. The screen shots may also indicate the default graphics, texts and sounds that are used when customization is not used.

[0036] In a particular embodiment, the menu generator may include a preview mode that outputs on the gaming-machine interface customization selections made using the menu generator. For example, when the menu generator is used to insert custom graphics and/or sounds into a slot game, then a preview of the slot game with the custom graphics and/or may be output to the operator via the gaming-machine interface. In another example, the menu generator may be used to set-up an advertising feature for a secondary display on the gaming-machine and the preview feature may allow the operator to view an implementation of the set-up on the secondary display. After the preview is displayed, the menu generator may allow the operator to save their choices or enter new ones.

[0037] In a particular embodiment, it may be possible to by-pass a manual input of data into menu generator and directly input information into the gaming-machine to be used by the menu generator for configuration. For example, the menu generator may be able to access selection information recorded on a printed ticket that is inputted to the gaming-machine via a bill validator or any other input device. The printed ticket may include configuration information utilized by the menu generator and when the ticket is read into the gaming-machine, the menu generator may automatically configure itself with the information read from the ticket. Thus, the menu generator may include a selectable option for allowing data input in this manner. The by-pass mode on the menu generator may allow data read and automatically entered from other input interfaces on the gaming-machine, such as via a USB port, a wireless interface, a smart card, etc.

[0038] In one embodiment, after a user has manually entered data into the menu generator, the menu generator may include a selectable option that allows the manual selections to be output to a storage device. For instance, the information may be printed on a ticket output at the gaming-machine or downloaded to a portable electronic memory device. As described in the preceding paragraph, the menu generator information output from a first gaming-machine may then be used to automatically configure a second gaming-machine.

[0039] When custom graphics and/or sounds are selected, their placement may be integrated or coordinated with the game play on the gaming-machine interface. The integration may include considerations, such as but not limited to, outputting sounds or displaying graphics in a manner that does not distract a player, complements game play and is likely to be noticed by the player (e.g., for advertising purposes). For instance, the menu generator may allow an operator to output customized information during a lull in the game play, such as a credit roll-up where a player is provided a large award and the player is excited. With an output interface associated with a gaming device not permitted/approved to control the play of game of chance, such as player tracking unit, integration of this type is not possible because the player tracking unit does not have the state information about the game play or control of the devices on the gaming-machine interface to perform the integration.

[0040] The menu generator may have a generic template database 312 for generic template forms and a customized database 314 to store customized data. For exemplary purposes only and not intended to be limiting, the list may allow the user to chose an advertisement image for future games from a future game library 318, that lists games that may be released in the future. These may also be referred to as "Coming Soon" or "Upcoming" games. The information in this library is time sensitive as the new game may be released to the public within a few weeks or months. Thus, the advertising image may contain a time stamp to discontinue use of the advertising image after a certain date. Information about games that are available on other gaming-machines in the casino may be obtained from an available games library 320. Additionally, various games on the current gaming-machine for instant play may be obtained from a current game library 316. Lastly, any customized casino related information such as information about the buffet, cafe, shows and attractions at the casino, and the like may be included and obtained from the casino database 322. Since the advertisement may be time-sensitive, such as the "Upcoming" games, the user may specify the dates that the advertisement will run. It will now be realized that there may be various ways to configure the information and the examples above are not intended to be limiting.

[0041] Secondary gaming information may be displayed on any part of the gaming-machine, such as on the display monitor 34. However, it is preferable that it be displayed on the secondary display monitor 45. The secondary display monitor 45 has more visual real estate since it is typically larger, wider, and allows for the use of larger fonts and graphics. People with poor vision and/or non-players are able to readily view the advertisements.

[0042] FIGS. 4A and 4B illustrate various advertising images on a gaming-machine display. The secondary gaming information may be displayed in any format desired and the embodiments illustrated herein are not intended to be limiting. The user may position the advertisement image on the display using the template generated by the menu

generator. A slave processor **324**, in communication with the master gaming controller **300** via the PCI bus **306**, may process the selected advertising image for display on the gaming-machine display by the master gaming controller.

[0043] As illustrated in FIG. **4A**, advertisement for the base game (i.e. Indiana Jones Raiders Of The Lost Ark) may be displayed on a first portion **402** of the display, which comprises a larger surface area. Other secondary gaming information may be positioned on a second portion **404** of the display, which has a smaller surface area than the first portion **402**. The smaller portion **404** may be positioned at the bottom **406** of the monitor as illustrated in FIG. **4A**, at the top **408** as illustrated in FIG. **4B**, or on the side (not shown). Additionally, the second portion **404** may be a scrolling ticker to allow for multiple advertisements or it may be non-moving or static. Furthermore, periodic advertisement images **410** may "flash" or "fly-in" from the side. FIG. **4A** illustrates an embodiment to advertise "Coming Soon" games, such as Arabian Riches and the like. The Coming Soon games may be games that are not currently in the market and/or may be games that are on the market, but not played at the casino itself. FIG. **4B** illustrates advertisement of casino related information in both portions **402**, **404** of the display. It will now be realized that the advertising images may be displayed in any manner desired.

[0044] Since the secondary gaming information is embedded into the gaming software, the timing to display the secondary gaming information may be based upon the state of the gaming-machine. Gaming-machines are implemented with special features and additional circuitry that differentiate them from general-purpose computers (e.g., desktop PC's and laptops). A state machine is an example of one of the additional components. The standard method of operation for slot machine game software is to use a state machine. Each function of the game (bet, play, result, etc.) is defined as a state. When a game moves from one state to another, critical data regarding the game software is stored in a custom non-volatile memory subsystem. In addition, game history information regarding previous games played, amounts wagered, and so forth also should be stored in a non-volatile memory device. This feature allows the game to recover operation to the current state of play in the event of a malfunction, loss of power, etc. This is critical to ensure the player's wager and credits are preserved. Typically, battery backed random-access memory (RAM) devices are used to preserve this critical data. These memory devices are not used in typical general-purpose computers. On the generated template, the user may select or match the timing to display the advertising image to a state of the gaming-machine. For example, should the player reach a bonus round, advertisement for a similar game with a similar bonus round may be displayed. Alternatively, if the gaming-machine is in an idle state, information about the casino attractions and features may be displayed.

[0045] FIG. **5** is a block diagram illustrating a method for generating a gaming-machine template for advertising on a gaming-machine. As stated above, the hardware and software are used to generate a game of chance on a gaming-machine and must be approved by a regulatory agency. Thus, the portable memory device and gaming software on the memory device must be approved. The approved portable memory device may be a game box, compact disc, USB, optics, or any other device. The memory device may be inserted into a gaming-machine at **502**.

[0046] To further protect, regulate, and prevent cheating, the memory device must be authenticated at **504**. There are various authentication methods, however, it is preferable to use the methods discussed in U.S. Pat. Nos. 6,106,396, 6,620,047, or 6,685,567 which are incorporated herein in their entirety and for all purposes. The authentication methods and systems will not be discussed herein to prevent obfuscation of the present invention.

[0047] A template listing at least one advertising image embedded in the approved gaming software may be generated at **506**. A user may select at least one of the advertising images at **508** for display on the gaming-machine. The advertising image may be a future game(s) to be released in the future, information about a game(s) that is available on other gaming-machines at the casino, or another game(s) that is currently on the gaming-machine for immediate play. Lastly, any customized casino related information such as information about the buffet, cafe, shows and attractions at the casino, and the like may be included. The advertisement image itself may also have a time stamp that will discontinue the advertisement after a certain date, such as the date an upcoming game is to be released to the public.

[0048] The user may select what type of information is to be displayed, when is it displayed (e.g., times of days), triggers for its display (e.g., particular states of the gaming-machine) and a format for its display (e.g., size, shape, device, colors, display locations, etc.) on the template. The secondary gaming information may be displayed in any format desired as discussed above with reference to FIGS. **4A** and **4B**.

[0049] Once the selection is made, the user may preview the selected advertising images at **510** on the display of the gaming-machine. If satisfied, the advertising images are saved and displayed on the gaming-machine at **512**.

[0050] While embodiments and applications of this invention have been shown and described, it would be apparent to those skilled in the art having the benefit of this disclosure that many more modifications than mentioned above are possible without departing from the inventive concepts herein. The invention, therefore, is not to be restricted except in the spirit of the appended claims.

What is claimed is:

1. A gaming-machine having a user customizable template, comprising:
   a master gaming controller for controlling one or more games played on the gaming-machine, each game comprising:
      receiving a wager on an outcome of the game;
      determining an outcome for the game;
      presenting the outcome for the game;
   a PCI bus for communication between the master gaming controller and at least one device connected to the PCI bus;
   an interface in communication with the master gaming controller to receive an approved portable memory device having at least one approved gaming software therein;
   an authenticator in communication with the master gaming controller via the PCI bus to authenticate the portable memory device;
   a non-volatile memory that communicates with the master gaming controller to store the at least one approved gaming software;

a menu generator in communication with the master game controller via the PCI bus to generate the template listing a plurality of advertising images to be selected by a user, the plurality of advertising images embedded within the approved gaming software;

a slave processor in communication with the master gaming controller via the PCI bus to process the selected advertising image for display on a gaming-machine.

2. The gaming-machine of claim 1 further comprising a gaming-machine display to display the selected advertising images processed by the master gaming controller.

3. The gaming-machine of claim 1 wherein the at least one advertising image further comprises at least one upcoming game advertising image having a time stamp.

4. The gaming-machine of claim 1 wherein the timing to display the advertising image corresponds to a state of the gaming-machine.

5. The gaming-machine of claim 2 wherein the selected advertising images are displayed on a scrolling ticker.

6. The gaming-machine of claim 2 wherein the selected advertising images are displayed on a top, bottom, and side of the display.

7. The gaming-machine of claim 2 wherein the selected advertising images are flashed into the display.

8. The gaming-machine of claim 2 wherein the display is an active video platform operating system to allow a player to obtain instant information about the advertisement.

9. The gaming-machine of claim 10 wherein the advertising image is time sensitive.

10. The gaming-machine of claim 1 wherein the menu generator is only accessible in an operator mode.

11. The gaming-machine of claim 1 wherein the menu generator further comprises a preview mode to preview the selected advertising images.

12. A method for creating a gaming-machine customizable template, comprising:

inserting an approved portable memory device into a gaming-machine, the memory device having at least one approved gaming software;

authenticating the memory device by a master game controller;

generating the template by a menu generator having a plurality of advertising images to be displayed by a master gaming controller, the advertising images embedded into the approved gaming software;

selecting by a user at least one of the advertising images to be displayed on a gaming-machine display;

previewing the selected advertising image on the gaming-machine display.

13. The method of claim 12 wherein the selecting further comprises matching the selected advertising image to be displayed with at least one state of the gaming-machine.

14. The method of claim 12 further comprising storing the selected advertising image to a memory coupled to the master gaming controller.

15. The method of claim 14 wherein the memory is a non-volatile random access memory.

16. The method of claim 12 wherein the previewing further comprises displaying the selected advertising image on a scrolling ticker.

17. The method of claim 12 wherein the previewing further comprises displaying the selected advertising image on a bottom, top, and side of the display.

18. The method of claim 12 wherein the previewing further comprises flashing the selected advertising image on the display.

19. The method of claim 12 wherein the gaming-machine display is an active video platform to allow a gaming-machine player to obtain instant information about the advertisement.

20. The method of claim 12 wherein the advertising image is time sensitive and comprises a time stamp.

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