

# International Game Technology

*For over three decades, International Game Technology (IGT) has established itself as one of the most recognised slot-machine and video gaming machine company, garnering approximately two-thirds of the market and moving into the top 10 in the Patent Board's Consumer Electronics Scorecard this year*

IGT began as A-1 Supply in 1975, changing its name into International Game Technology five years later and subsequently going public. In the late 1980's they introduced the concept of progressive gaming and jackpots which continues to be popular today. IGT has aggressively and successfully enforced their patented technology. While there are no direct competitors to IGT in the top 10, there are five close competitors present in the November Scorecard comprising WMS Industries, Bally Technologies, Progressive Gaming, Konami and Aruze, of which IGT has a lead over next highest ranked WMS Industries by 21 spots.

IGT's patent portfolio boasts a total of 687 active issued patents and 821 pending published applications from within the USPTO.

While they have been an active company for decades, the past decade has seen the largest increase in patent activity, totaling just over 13 times that of all their patents held pre 1997. Although they have had numerous acquisitions over the years, 75% of all their patents are internally developed. By sheer volume of patents, IGT shows its commitment to R&D over the other competitors who have an average of 190 active issued patents and 240.5 applications. Second to IGT, Konami has the most active issued patents at 430 and WMS Industries holding the highest number of applications at 324.

This sub-industry has the strongest Industry Impact™ within Consumer Electronics, with 4 of the top 6 scores belonging to companies in this group. IGT has the highest score of 2.65, followed closely by WMS Industries at 2.56 and not too far behind sits Progressive Gaming with a score of 2.18 and Bally Technologies at 1.98. This sub-industry as a whole has seen a decrease in the past year as well as compared to their 5 year averages, with Aruze having the largest drop over last year at 63%. So while this is still an influential patenting area, it may have matured. IGT is a dominate player and patentee in this area and while they have a high degree of self-citations (~75%), they are

also cited not only by every other major or minor competitor in this space, they are innovating in areas which is commanding attention from close to 60 unique companies.

## On the horizon

Clearly IGT has successfully built a strong patent portfolio and when combined with the size of their applications this portfolio will continue to grow. With the current economic woes and the growth of gaming locations, it is likely that the market for their technology will also grow. It seems that IGT will be in the top 10 of Consumer Electronics for the foreseeable future.

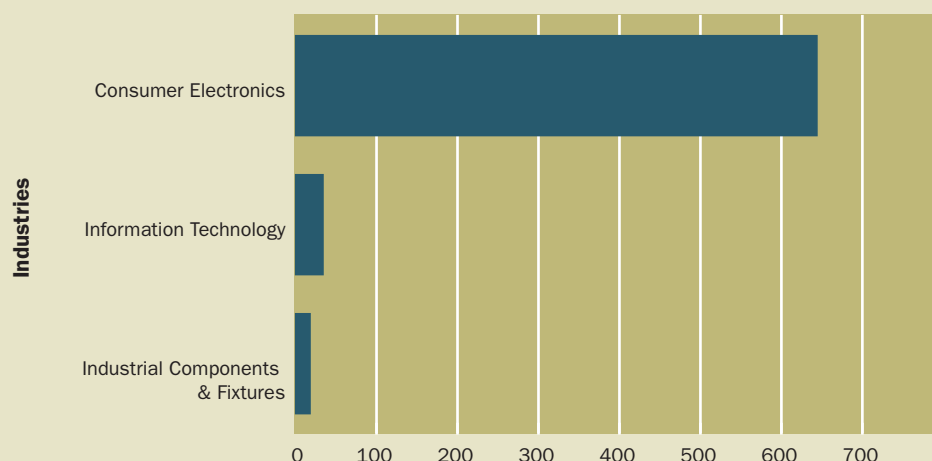
## Scorecard rankings

Consumer Electronics Scorecard	8
Patent Board 500 position	186

**Figure 1.** IGT has a highly focused patent set with 92.5% in the Consumer Electronics industry. They also have patents pertaining to programming as well as patents covering the mechanisms concerning the coin handling portion of their slot machines.

**Figure 2.** IGT had a sharp upswing from 2000 to 2004 in both their issued patents as well as pending published applications, with a slight decline the past few years.

**Figure 1.** International Game Technology Portfolio Distribution



**Figure 2.** Historical US Patenting Activity

