

Nidec Sankyo Introduces Newly Certified Card Readers for Player Tracking Systems



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Nidec Sankyo has been an industry leader in card solutions for over 40 years. Our commitment to quality, reliability and expertise has shaped our technologies to match the needs of an ever-changing market place.

Nidec Sankyo designs solutions to suit the customer's vision. We seek to internalize this philosophy of innovation with our company slogan, "All for Dreams".



Player tracking is the most important data a casino can collect about its clientele. Player loyalty or membership cards follow the visitor throughout the casino. Time played is redeemed for casino perks like comped meals, shows or room upgrades. Tracking also allows the casinos to have a better understanding of the player's strengths and weaknesses, capturing their full experience and allowing the casino to react to the player's needs.

The **MCM252** series by **Nidec Sankyo** is the only casino card reader certified by the *Gaming Standards Association* equipped with GDS protocol. This protocol assures the developer that **Nidec Sankyo's** card reader will integrate seamlessly with a variety of gaming platforms and other peripheral devices which follow the GSA requirements.

MCM252 Card Reader Series



MCM252-2R1191



MCM252-2R3390

With its small profile and high reliability, the **MCM252** series is a 3/4 length card insert, magstripe reader with the option of standard black or programmable multi-color LED bezel. The LED has full RGB color spectrum and can be customized to strobe, pulse or change to any color pattern needed to help immerse players in the gaming experience.



With the advancements in today's technology happening at such a rapid pace, you want to make sure you are ready to bring the latest technology to your players at any given time. By using GDS protocols, you can ensure you stay ahead of the game ensuring better interoperability, the ability to deploy new technology at a faster rate, and best of all, reduce the amount of time, risk and developmental costs overall.

So, whether you are upgrading existing units or sourcing for a new system, **Nidec Sankyo's MCM252** card reader series is designed to meet the needs of the casino, lottery and EGM industries. Whether you need a device with GSA or HID protocol, **Nidec Sankyo** is the partner for you!

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