



NINJA MASTER BY SKILLONNET

Games producer and aggregator SkillOnNet's brand new *Ninja Master* slot further develops the popular Eastern martial arts theme, blending this with compelling gameplay and innovative features.

How would you best describe *Ninja Master* and its basic game play to our readers?

Ninja Master is a 20-payline, five-reel 3D slot set in a martial arts dojo, and follows the development of a young-yet-keen ninja as he strives for perfect form and the great rewards that success brings. The game's carved wooden symbols and paper lanterns echo the Eastern martial arts theme, with the main character dressed in black ninja attire, demonstrating his skills with nun chucks and sword as the player spins the reels. Coin values range from 5 cents to €5 and players can bet from 1 to 5 coins per payline for a minimum of €1 and a maximum of €500 per spin.

Which special features and mechanics are built into *Ninja*

Master and how do these enhance the player experience?

Matching symbols on the game's paylines results in payouts of up to 1,500x the line bet, while the black ninja symbol acts as wild, substituting for all other symbols. The black ninja is also the game's trigger symbol, awarding free spins with the wild symbol held in place. Multipliers are awarded to free spins wins according to the hanging paper lanterns to the right of the reels, starting at 5x and falling with each spin to 2x. *Ninja Master* also offers a gamble feature where players can double their money by correctly choosing which of two rice sacks contains gold, revealed by a slash of the ninja's sword.

Across which markets, channels, and mobile devices is the slot available?

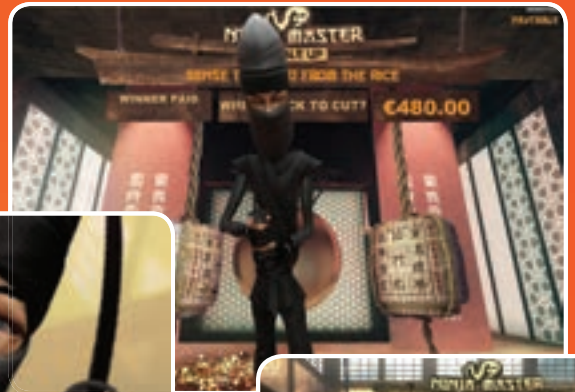
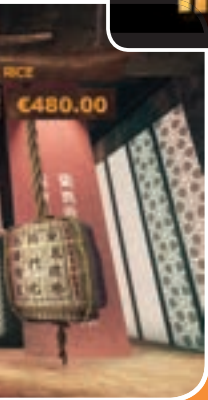
Ninja Master is being promoted through a multitude of channels and is available on both PC and all mobile devices. Localised promotions through affiliate partner sites have recently started in a number of major markets.

What do you see as the major challenges in slot development and delivery today?

The challenge is the same one that slot manufacturers have grappled with since Day 1: mixing the right level of familiarity with novelty and innovation. Slots players are creatures of habit, as we all are, and like to be comfortable with a new game from the outset and understand how it plays. But they want something different too, that stirs the senses and gets them into that 'zone'. As a result, themes and graphics need to be compelling and well-designed, and the music has to enhance rather than annoy. Most of all, there has to be a variety of maths models that suit



**NINJA
MASTER**



different players and keep them coming back for more.

Slots players are not short of options these days, so producers have to step up. Not only do they need their game to be seen and heard above the throng, they need to ensure it is available on all channels. Players now use multiple devices during the day, be it PC, tablet or mobile. They want the same game on all of these, not a variation with annoying differences. The challenge for producers is to synchronise games. On mobile in particular, they need to perform well too. We are almost back to the days of land-based slots, where poor performers were quickly thrown off the casino floor. With the limited real estate on mobile, slots have to engage their players or they simply will not last.

What can we expect to see from SkillOnNet in terms of slots development and innovation in 2015?
More, a lot more. More in terms of quantity

and more in terms of quality. We produced a number of games a few years ago that we have now removed because they no longer suited the habits of modern players and weren't suitable for the devices they wanted to play them on. We're replacing those with cutting edge games that are equal if not better than what is currently available on the market. They will be available on all devices. Our game producers could roll out a slot a week if we wanted to in 2015, but we want to make sure only the cream rises to the top.

Don't forget, we're also an aggregator of some of the world's best games. We're not so vain as to think that we're the only one who can produce good slots! So as well as our own proprietary ones, our B2C customers, and those joining us via our white label B2B services, can enjoy the best in breed from among others WMS, Amaya, Net Entertainment, and NextGen Gaming. It's an exciting time to be a slot player!

