

# Case Study

## L-com solves confined space connectivity issue for Bally Technologies saving money on product redesign



### Customer Profile

Customer: Bally Technologies  
Location: Las Vegas, NV  
Industry: Entertainment/Gaming.

### Challenge

- Develop a customized short body DisplayPort cable assembly for a confined space enclosure application
- Meet aggressive product launch deadline and cost targets

### Solution

- Custom short body DisplayPort cable assembly

### Results

- Enabled timely product release and met design requirements where no off the shelf solution was available

### Challenge

Bally Technologies, Inc. is a diversified, worldwide gaming company that designs, manufactures, distributes, and operates gaming devices and computerized monitoring, accounting and player-tracking systems for gaming devices. In addition to selling gaming devices, the company also offers customers a wide range of purchase and lease options. It derives revenue from Gaming Equipment (sale of gaming devices and related equipment, parts and conversion kits) and Gaming Operations (operation of linked progressive systems, video lottery and centrally determined systems and the rental of gaming devices and content).

Bally's new ALPHA series gaming platforms utilize state of the art high definition displays that support DisplayPort technology. The issue Bally was facing is that standard, off the shelf DisplayPort cable assemblies did not fit into the slot machine enclosures properly and prevented a critical security panel from closing. Redesigning the enclosure to fit a standard DisplayPort cable was not an option due to cost and time constraints.

### Solution

Through close collaboration with L-com's product management and engineering teams, L-com was able to develop a customized short body DisplayPort connector back shell that met Bally's stringent design requirements. With the new cable design the security panel could close properly keeping the internal electronics safe from tampering and vandalism.

### Results

Bally was able to meet its product launch deadline and save money by keeping their current enclosure design by utilizing L-com's custom DisplayPort cable solution. Bally's new ALPHA series platform offers customers a truly first class multimedia gaming experience.



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