

[0016] In some embodiments, the gaming machine 10 also comprises a gaming mechanism (not shown), which provides a game for play on the gaming machine 10. In other embodiments, the gaming mechanism provides a plurality of games for play on the gaming machine 10.

[0017] In one embodiment, the gaming machine 10 is capable of displaying one or more games on the display 12. A game player activates a game on the gaming machine 10 and the resulting game outcome is shown on the display 12. If the resulting game outcome includes a winning combination of symbols, then one or more celebration graphics corresponding to the value of the winning combination are shown on the display 12. For instance, in one embodiment winning combinations having payout values in the range of 1-10 credits are associated with a particular celebration graphic, and payout values in the range of 10-100 credits are associated with a more elaborate celebration graphic. Additionally, the jackpot payout may be associated with the most elaborate celebration graphic. In this manner, the gaming machine provides a player with incentive to play the game to view the various celebration graphics. As a result, the gaming device creates and maintains more excitement for a player. As those skilled in the art will appreciate, the payout values may be categorized into a variety of ranges. Accordingly, the above example is merely one illustration of such payout ranges and is not intended as a limitation.

[0018] Referring to FIG. 2, an initial gaming machine display 12a and a resulting gaming machine display 12b are shown. The initial gaming machine display 12a shows the winning combination "7 7*" in the display window. The occurrence of this winning combination triggers the presentation of a celebration graphic, which is shown in the resulting gaming machine display 12b.

[0019] Also shown in FIG. 2 is an initial gaming machine display 13a and a resulting gaming machine display 13b. The occurrence of the winning combination "7 7 7" is shown in the initial gaming machine display 13a. This winning combination has a larger payout value than the winning combination shown in the first initial gaming display 12a. As a result, this winning combination triggers the presentation of a different celebration graphic than the one presented in resulting gaming machine display 12b. The celebration graphic shown in the resulting gaming machine display 13b includes five symbols while the celebration graphic shown in display 12b only includes one symbol. When the winning combination for the jackpot occurs, an even more elaborate celebration graphic (not shown) is presented.

[0020] In one embodiment, the event that triggers the celebration graphic is the presentation of one or more winning combinations on the display 12, in FIG. 1. Depending upon the value (which corresponds to the odds of achieving the winning outcome), a corresponding celebration graphic is displayed. In another embodiment, the triggering event is the occurrence of a bonus symbol on a payline.

[0021] Generally, most games have a variety of winning symbol combinations and a particular payout value is associated with each of the winning symbol combinations. Typically, the manufacturer or the casino determines the particular payout scheme of a game and assigns payout values to the various winning symbol combinations. In one embodiment, the assigned payout values are based on a

standard payout table. Alternatively, in another embodiment, the assigned payout values are based on a non-standard payout table. Optionally, in another embodiment, the payout scheme includes scatter pays, wherein the scatter pay is a win comprising non-adjacent symbols. Referring to FIG. 2, the winning combination "7 * 7" shown in the initial gaming machine display 14a is a scatter-pay-win. As such, the winning combination triggers the occurrence of a particular celebration graphic corresponding to the value of the winning combination (i.e., "7 * 7").

[0022] In an optional embodiment, the payout scheme includes a transposed pay table, wherein the transposed pay table applies to symbol combinations that are in reverse order as compared to a standard pay table. That is, winning combinations are generally read from left to right. However, when using a transposed pay table, the winning symbol combinations are reversed such that the winning combinations are "read" right to left. For example, referring to FIG. 2, the standard table pays out coins for a "7 7 * " symbol combination as shown in display 12a. A transposed pay table would pay out for a "* 7 7 " combination (not shown).

[0023] In various embodiments of the gaming machine 10, the celebration graphics are stored in a memory device (not shown). By way of example, but not by limitation, such devices include external memory devices, hard drives, CD-ROMs, DVDs, and flash memory cards. In an alternative embodiment, the celebration graphics are stored in a remote storage device. In one embodiment, the remote storage device is housed in a remote server. The gaming machine may access the remote storage device via a network connection, including but not limited to a wireless connection.

[0024] In one embodiment, the amount of time the celebration graphics are presented on the display corresponds to the value of the winning combinations. As those skilled in the art will appreciate, the varying values of the winning combinations range from a predetermined minimum value to a predetermined maximum value. For instance, a small winning amount (e.g., 10 credits) will prompt the display of a simple celebration graphic. For example, the simple celebration graphic is short in duration (e.g., 2 seconds). For a larger winning amount (e.g., 25 credits) the celebration graphic is longer in duration (e.g., 5 seconds). For an even larger winning amount (e.g. 100 credits) the celebration graphic is even longer in duration (e.g. 10 seconds). As those skilled in the art will appreciate, the duration of the celebration graphic may be programmed by the manufacturer or casino operator. Additionally, the values of the winning combinations may be categorized into various levels by the manufacturer or casino operator, wherein each level may comprise a range of values. As those skilled in the art will appreciate, an infinite number of categorizations is possible.

[0025] In another embodiment, the complexity of the presented celebration graphic varies and depends on the values of the winning combinations. For instance, a small winning amount (e.g., 5 credits) will prompt the display of a simple celebration graphic. For example, the simple celebration graphic is a picture of one symbol. For a larger winning amount (e.g., 50 credits) the celebration graphic is more complex. For example, the more complex celebration graphic may be a picture comprising ten (10) animated symbols. For an even larger winning amount (e.g., 250 credits) the animated graphic may comprise fifteen (15)