

player attraction material, animations, casino kiosks, video conferencing, and combinations all put into the machine by the game manufacture or casino not the player. The video display is a substitute for displaying some or all of the information currently provided on the top glass or belly glass on a conventional slot machine. Regardless of where the video display is located and how much space it occupies, it may introduce substantial flexibility in presenting primary and secondary information to actual and potential players. The content may fall under one of at least three categories: primary information, secondary information, and tertiary information. Primary information includes indications of status and outcome of the play. Secondary information is notices of slot tournaments, progressive games, bonusing schemes, and other incentives challenging the player to keep playing or to play in a particular manner. It may provide a menu for casino services such as help from an attendant, ordering drinks and food, reserving taxi cabs, obtaining tickets for shows, conducting banking transactions, learning about the availability of health clubs, shops, restaurants, etc., provided in a single centralized location within a casino. Thus allowing the user to access the kiosk from the gaming machine at which he or she is currently positioned without leaving the machine and continuing play. The player communicates his or her requests via a menu displayed on the secondary display screen. The menu driven requests might include, for example, car reservations, drink requests, movie, dinner or theater reservations, messages for a particular room, taxi cab requests, etc. Television on the video display via a cable, for example, sporting events, talk shows, game shows, soap operas, advertisements, situation comedies, etc. In addition, broadcasts of competitive events on which the player can wager, dog racing or horse racing events. Also, information available on the Internet can be provided for the players.

**[0016]** Two-way communication provided between the gaming player and a casino attendant or other individual by a camera and microphone on the gaming machine. A gaming machine with camera and microphone allows display of the player's image. Fresh ornamentation and incentives that are useful for attracting potential players can be changed and displayed. Examples of successful slot machine themes include "Red White and Blue," "Double Diamond," and "Wild Cherry." In multi-game machines, multiple games such as keno, video poker, etc., pay tables may be provided on a CRT screen in response to menu driven commands on a touch screen portion of the CRT. Some machines have two screens with the top one providing the pay table.

**[0017]** The forgoing equipment and techniques seek to provide more services for the player but have nothing to personalize the playing experience and have not addressed the need for having player preference aspects of the gaming experience under the player's control. Those will be addressed in the following specification.

#### BRIEF SUMMARY OF THE INVENTION

**[0018]** While the foregoing have attempted various methods of increasing player appeal and control, none of them satisfactorily gives the player control over the external appearance, type, or style of the gaming machine being played. What is proposed herein is an entirely different approach in which the player customizes the look of the gaming machine in a personal way.

**[0019]** Active changes apart from the described changes made by the manufactures to slot glass that can be implemented are "attract mode" wherein the machine automatically changes by itself to attract play. To date, passive changes to the slot machine that modify the appearance of the machine during play or the capability of the player to make such modifications to attract players and/or keep the current player have not been tried and are not available. In particular, modifying the appearance of the machine to conform to a player's wishes is desirable but heretofore untried.

**[0020]** Perhaps this is because the manufacturers of gaming equipment and/or the casino have failed to recognize the personal relationship that grows between the player and "his or her" machine. The concept of "my" machine is antithetical to the reality of ownership and/or leasing which exists for such slot machines and gaming equipment. It is believed that in many instances, players would if they could take "their" machine home whenever they leave the casino. This despite the fact that the machine is perhaps no different from 1,000 other similar machines in use at any time. Despite the fact also, that the "cookie-cutter" effect exists. For tourists from states that allow private ownership, gaming machines can be purchased and shipped to their residence for personal use. Locals, those that live near casinos, also have their favorite gaming machines that they frequent and feel that they have an investment in because of frequent play.

**[0021]** The manufacturers and/or casinos have a strong business interest in providing the variety of gaming experiences explained herein to keep the products available to their customers fresh and appealing. The problem then is how to let the player personalize the gaming machine while accommodating regulations and at a reasonable cost.

**[0022]** The player proactively chooses the appearance in a way that is apparent not only to the player but also to those about the gaming machine in the casino. Signage, audio and the like can be altered by the player to connect with the gaming machine on a special basis and spell out to all who care that the particular gaming machine is "his, hers, or mine" as the case may be. It could be a "lucky" color or colors in the top box, preferred music or indicia indicating the theme of the game, player's name, player-input artwork, or even mood. For example, if the player is on a winning or losing streak, the corresponding mood of happy, sad or anxious can be shown. Alternately, if the player is waiting to meet perhaps Rhoda, then the name "Rhoda" or some other such message may be displayed. Or, the player may wish to celebrate a birthday, the 4<sup>th</sup> of July, or some other holiday or event. Or, the player may, via touch-screen, sketch (with his/her finger) a picture that is then displayed as a "signature" piece. What is important is that in each case, the player provides input that dictates and/or modifies the external appearance of the game. This serves not only to draw interest to the game (or bank of games) from passersby, but also to customize the gaming experience from the player's personal point of view.

**[0023]** During play of the game, the player has access to input for controlling the top box display with an audio, video and/or liquid crystal display on to which the player's preference may be displayed or presented. As an example, say the wife is playing somewhere in the casino and husband has agreed to meet her at 6:00 PM for dinner. Anyone who has