

of the game play but something the player particularly likes to have on the top box display 14. For example, upon inserting a bill in an automatic bill acceptor 18 to initiate play, the player may be prompted on the player's video screen 13 as to his or her current desire or preference by being given a choice of a plurality of preferences from which to select. The player's mood choices may include, "Happy", "Sad", "Awful", "Winner", "Loser", etc. Alternately, the choices for player status may be "Single", "Married", "Available", etc. Monitor 15 of top box display 14 may correspondingly portray an image such as a smiley face, sad face, cringing face, relevant depictions etc. so that passers by may also know the mood or status of the player. The music emanating from top box display 14 at speaker 19 associated with play or wins may be based on the player's mood as selected with controls 12 and as supplied by the computer 11 for presentation. In practice, it would be desirable to give the player the option to change the selected mood, with the accompanying non regulatory provoking changes in the game or the play. In this way the game is further personalized to the player and the player's success can be seen and enjoyed by all.

[0043] In yet another embodiment, the player selects the type of music that the game will use. The choices may be "Rock 'n Roll", "Country", "New Wave", "Disco", etc. The player selects his/her preference from a menu on video screen 13. Thereafter, all of the music within the game (including sounds for winning pays, bonus games, etc.) may be according to the player's preference.

[0044] Controls 12 carried on or near the game surface 11 are located to be visible and available to the player. It is not essential to show the player preferences from which to select on video screen 13 but a simulated keyboard thereon could be used for that purpose as control 12 within this disclosure. The selection control 12 is for choosing and displaying player selected personal preferences is perhaps more a function of the type of casino game of chance 10 than anything else. The selection control 12 can include any interactive structure such as the player touching control 12 buttons or virtual switches on the player's video screen 13 for the purpose of selection or to specifically input preferences to control the top box display 14. FIG. 1 illustrates such options in a general way but skilled artisans would understand how to accomplish the many various techniques for player selection.

[0045] The use of player choice empowers the player to personalize the gaming experience. Selection of preference and interaction including active choices including aroma or massage during play as personally preferred by and deemed favorable to the player of the casino game of chance 10. Regarding aroma a scent can be activated by heat application to a chemical agent 20 within the game of chance 10 as with heater 21 shown in the cut away of FIG. 1. Controls 12 can also operate a vibrator in chair 22 as shown in FIG. 1.

[0046] Simply apparatus 23 for a player to play in a casino a casino game of chance 10 for a bet thereon is visible to the player and others in the casino in FIG. 1. A place 24 is on the apparatus 23 in the form of top box display 14 connects to controls 12 perhaps on video screen 13 via computer 11 that presents to the player and to others in the casino the player's plurality of personal preferences 25. The presentations are selected before and during play of the game. The

player selects from information about his/her plurality of preferences 25. One or more controls 12 on the apparatus 23 accessible to the player allows selection of one of the plurality of personal preferences 25 shown to player at video screen 13 and about playing the game of chance 10 before or during play thereof.

[0047] Furthermore, computer 11 in the apparatus 23 responds to the bet and connects the one or more controls 12 for selection of the plurality of preference 25 by the player for presentation on the place 24 preferably on top box display 14. Computer 11 is provided so that the player according to the selected one of the plurality of preference 25 can personalize playing the game of chance 10 and so that others may be involved in the play as spectators by watching top box display 14. An audio presentation via speaker 19 connects to the one or more controls 12 and the audio presentation emanates near place 24 so that sound can be available to the player and others before and/or during the play of the game of chance 10. A video presentation connects to the one or more controls 12 and the video presentation appears on the place 24 of the personal preferences 25 selected by the player for presentation.

[0048] An illuminated presentation couples through the computer 11 to the one or more controls 12 so color appears on or about place 24 of the personal preferences 25 selected by the player for presentation. The one or more controls 12 are for selecting choices about the player's mood during play. Mood choices including the states of happiness, sadness or awfulness during play connect to the one or more controls 12 coupled to computer 11 for change by the player during play to reflect current moods due for example, to wins and losses achieved. Thus computer 11 is coupled to the one or more controls 12 to receive input therefrom and show the player's indicated moods on place 24. The top box display 14 may be simply monitor 15, light emitting diodes 16 and/or indicia 17 located above casino game of chance 10 within or about place 24. If top box display 14 is monitor 15, it is visible to the player and others in the casino. Place 24 in the top box display 14 is positioned for transmitting information concerning the player's selection so all those around the casino game may observe.

[0049] A method in FIG. 2 includes steps for a player in a casino to present one or more of the plurality of preferences 25 on place 24 on casino game of chance 10 visible to the player and others in the casino. The method has steps of presenting including displaying to the player and the others in the casino information of the plurality of preferences 25 on place 24. Allowing the player to select at least one of the plurality of preferences 25 for presentation on the place 24 is a step. The step of changing the selected one of the plurality of preferences on the casino game of chance 10 for presentation so the selected preference is visible to the player at video screen 13 and others at top box display 14 of place 24. The step of presenting includes audio and/or video display concerning what the player has selected. The method with the step of presenting has making information on the mood of the player apparent to the others in the casino. The method step of allowing the player to change the selection includes providing an aroma. The step of allowing the player to change the selection includes vibrating chair 22 for the player.

[0050] The apparatus and method allow personal selection shown to the player at video screen 13 and displaying