

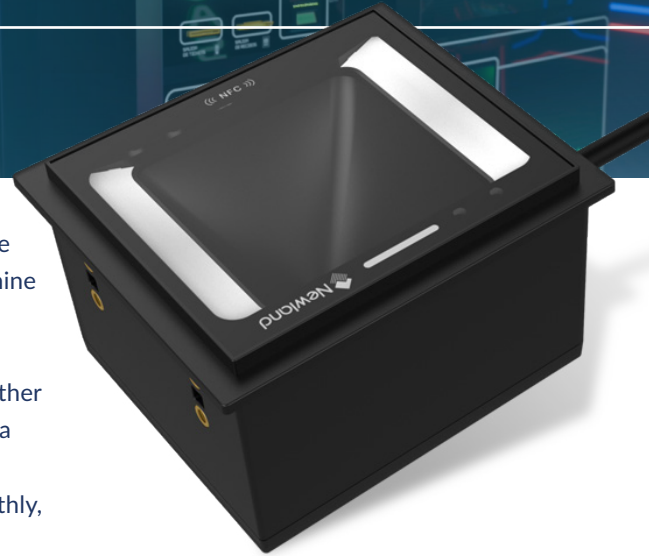
# A SURE BET: THE FM3281 GROUPEUR IN GAMING

## How the FM3281 Grouper Scanner Elevates Player Experience.

In today's digital world, how can the gaming operators continue to provide a player-first gaming experience? Tech develops quickly, and gaming machine manufacturers are pressured to deliver intuitive, secure, and digital-first experiences to operators and players alike. One of the answers lies in the ability to scan player loyalty cards, print tickets, use mobile wallets, and other data-carrying formats with speed and precision. This is quickly becoming a key requirement, and for good reason. With the right scanner, gaming operators can keep the total player experience in mind and running smoothly, from ticketing to loyalty.

Gaming machine developer SMI 2000 turned to IT hardware distributor Send@ to address these evolving needs. In business since 1999, Send@ has the expertise to provide a future-proof solution.

The new fixed-mount scanner had to take the player experience to the next level, have improved and future-proof scanning capabilities and had to integrate easily with existing machines. Send@ found the solution in Newland's stationary scanner, the FM3281 Grouper.



[Read the full story here!](#)



### Challenges

- Existing machines lacked integrated scanning capabilities.
- Existing machines NFC capabilities.
- Gaming machines weren't future-proof.



### Results

- Seamless integration of FM3281 Grouper with both barcode and NFC capabilities into gaming machines.
- Futureproof machines.



### Consideration Points and Features

- Compact, reliable design fits easily into gaming machines.
- Powerful scanning capabilities for both barcodes and NFC.
- Competitive pricing without compromising performance.