



Hello,

Welcome to the June 2022 edition of the Focal Points ALeRT™ newsletter.

Read on to see key updates, training tutorials, and other new developments.

Research

Focal to Present at IGC Auckland, EASG Oslo, & IAGR Melbourne

- Our CEO & President, Dr. Tony Schellinck and Tracy Schrans, will be presenting Focal's gambling research at conferences in Europe and Australia this year.



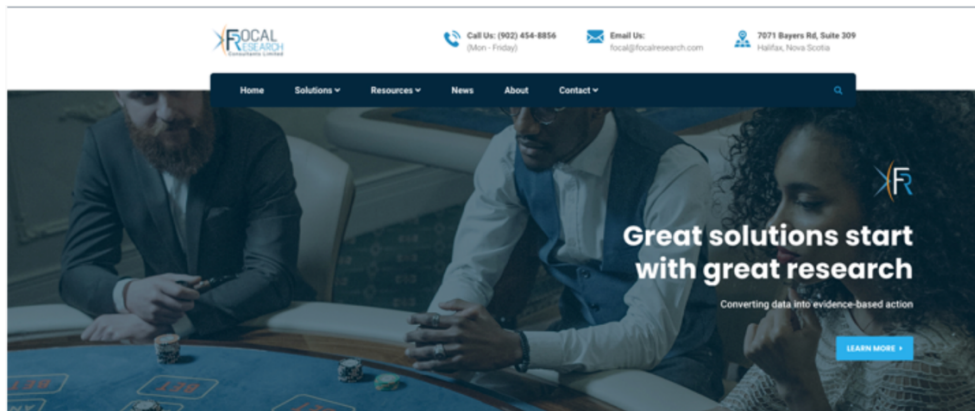
Research Ongoing: Creating Smart RG EGMs – Development of Effective Models for Identifying At-Risk Play in Real Time

- Focal is conducting an international, multi-operator research project to identify more sophisticated approaches for identifying at-risk players based on real-time machine data.
- This permits automated messaging and other RG actions to be linked to relevant play behaviour targeting the right customers with a meaningful message at the right time.
- Stage 1 is scheduled to be completed Q3 2022 with trails starting in Q4.

New Developments

New Focal Research Website is Now Live

The Focal website is now live and gives you easy access to research, reporting and other resources. We look forward to your feedback.



[See New Site](#)

Focal Wins Export Business of The Year 2022

Focal Research Consultants Limited was recognized as the Halifax Chamber's 2022 Export Business of the Year.



Focal shares this award with their clients in Europe, UK, Australia, and NZ who are thought leaders in the gambling industry as early adopters of Focal's ALeRT™ player protection technology.

[Learn More](#)



Tony's Tips -

Do you or your staff need more help using ALeRT™? Simply sign in to the members portal to watch our latest Dashboard Essentials training videos!

[Watch](#)

We hope you will pass this along to your colleagues, and please let us know if you have any questions or would like to get in touch.

Sincerely,
The Focal Team

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