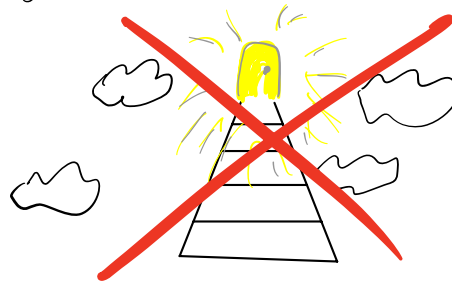


# ADDICTION BY DESIGN

"Man has chased the Gods away and has made calculable what in an early age seemed governed by chance"

- Max Weber



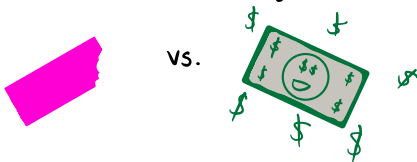
"Sense of wonder + magic of gambling machines is partly due to their hiddenness"



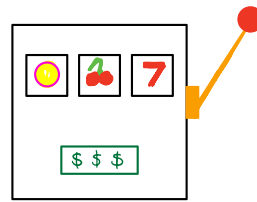
"The commodity of the bet is further dematerialized w/ the move to computerization"



"Where they were illegal, gambling machines were disguised as gum vending machines"

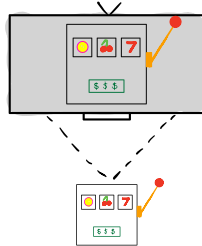


"Pull the handle and notice how you feel the way the reels back up,

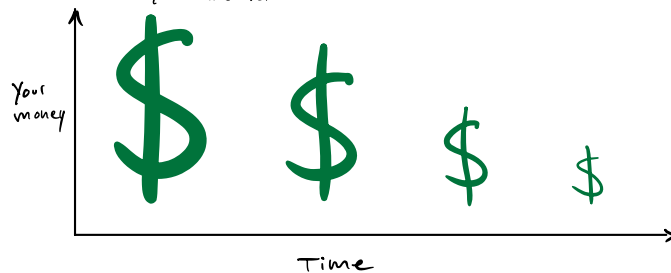


We strive to retain that feeling..."

"The illusion is harder to preserve in video slots"



"There is a deception problem involved w/ this kind of machine"



"Puffing those toward the left w/ winning symbol, while gradually starving those to the right, as to continue that 'just missed it' feeling/high"

