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Exec balances technology and politics of gaming

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STAFF WRITER

The electronic gambling industry — be it racing, slots, casinos or state lotteries — is still trying to find its identity in the Internet era. Technology, politics and the law play equal roles in determining product offerings. **John Taylor Jr.**, the newly appointed president of Waltham's **GameLogic Inc.** knows this as well as anyone. He spent 10 years at Rhode Island-based **GTech Corp.**, a billion-dollar provider of online lottery systems for state and federal lottery programs around the world. Taylor also worked as a senior staffer during **Edward DiPrete's** administration in the late 1980s and early '90s.

His new position at **GameLogic**, which he began after five years at Florida-based venture capital firm **SnowMark Corp.**, incorporates both skills. He also has the benefit of his role as director of **PickaProf**, an Internet services portal for public universities — though the internet is not his main focus now.

"I represent the next move forward for **GameLogic**," he said.

JOHN TAYLOR
President of **GameLogic Inc.**

Age: 39
Education: Bachelor of Science, Rhode Island College
Most recent company: SnowMark Corp.

"I was brought here for my traditional gaming experience. They already know a lot about the Internet."

GameLogic, founded in 2002 by chairman and CEO **Steven Kane**, who also founded **Gamesville** and later sold it to **Lycos** in for \$232 million, employs about 40 people in its mission to develop legal gaming platforms for casinos and government-sponsored lotteries.

GameLogic's main offering, called **PlayAway**, allows casino visitors to take the game home with them, play via the Internet, and redeem any winnings back at the casino. Regulators have approved the idea because it keeps the betting and the redemption, on the physical site of a legal casino.

The company has sold products to several casinos located in Nevada, New Jersey and Mississippi, and has a corporate relationship with **Harrah's Entertainment Inc.**, one of the world's largest casino companies.

"Internet gambling is illegal in the U.S., but 30 million people are doing it," Taylor said. "We feel that we are on the edge of moving gaming beyond the four walls of the casino, in a way that regulators approve of."

Taylor also comes on board following an \$18.6 million Series B round of funding in February. The round was led by **Bain Capital Ventures**, with existing investors **General Catalyst Partners** and **Maveron LLC** participating.

"This is actually the ideal place to be based, because the people who design and develop these technologies are located here," he said.

The company is also developing technologies for other media such as wireless devices and television. This week **GameLogic** is set to announce a new deal with Needham's **Navic Systems Inc.**, an interactive television technology and service provider to the cable industry. Taylor would not disclose details of the agreement at press time, but said the partnership would begin the process of bringing interactive gaming to customers through set-top boxes.

