

# Bicycle Casino

## BICYCLE CASINO FEATURES LIVE POKER BROADCAST.

Viewers experience the thrill of live poker online from the floor of the legendary Bicycle Casino.

### Case Study Details

Joker Gaming and Bicycle Casino wanted to bring live ring games directly from the floor of the Legendary Bicycle Casino in Los Angeles, California to poker fans' homes via computer and Internet. Unlike the poker seen on TV, broadcasts needed to be live (with a 5-minute delay to protect the integrity of the game) with real time hole card graphics and expert commentary.

Working on a short timeline, Joker Gaming and Bicycle Casino chose iStreamPlanet to design, provision, install, integrate, deliver and manage live broadcasts. The ten hole card cameras plus four angle cameras and real-time card graphics allow poker fans to follow and learn the game. Additionally, thousands of hours of live poker action are archived and offered on a subscription basis. Fans worldwide can tune in at their own convenience regardless of what time zone they live in. All archives are secured with digital rights management (DRM) technology.



### About Bicycle Casino

The Bicycle Casino ranks as one of the world's largest Card Casinos and is renowned for its World Class Poker Tournaments, Pro-Sporting Events, Car and Cash Giveaways and unsurpassed Customer Service.

[www.thebike.com](http://www.thebike.com)

### Summary

#### Client need:

Live broadcast from Bicycle Casino

#### Solution:

Managed Webcasting and iStream PayCast®

***“ ‘Live at the Bike!’ started as a simple idea that needed a plan. Joker Gaming immediately thought of iStreamPlanet because of their reputation in our industry and their work with the World Series of Poker. Since creating our product 8 months ago, iStream has been an integral part of its success. They have lent their resources to help us start relationships with the proper AV Vendors, creating software specific to our needs and successfully assimilating our product into their efficient Paycast Manager System. In other words, we have succeeded in creating a new product, the first of it's kind and they have walked every step with us in making our idea a reality.”***

- Eveliene Dullaart, Joker Gaming, LLC