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法律服務

Νομική
Υπηρεσία

Our Ref: v:\casual\cd\gag\mandrake:sb

Your Ref:

15 December 1998

Mr John Williams
Director
Productivity Commission
PO Box 80
BELCONNEN, ACT, 2617.

Dear Mr Williams,

**SPRINGVALE LEGAL SERVICE SUBMISSION TO THE PRODUCTIVITY COMMISSION
INQUIRY INTO AUSTRALIA'S GAMBLING INDUSTRIES**

We write further to the presentation of our submission on 23 November 1998 to the Productivity Commission in Melbourne. At this time, a request was made by yourself to our presenter that more information be provided in relation to two suggestions made in the course of our submission.

More detailed information was requested regarding 'Mandrake' software, as referred to in Recommendation Six of our submission. This technology was developed by Software and Systems International Ltd, a company founded in the United Kingdom in 1994. The operations of the company concern the creation of software systems primarily for the security market.

Mandrake is a neural network based product which provides an ability to recognise faces by comparing templates. The system can take into account variations of head orientation, lighting conditions, skin colour, spectacles, make-up and earrings, facial expressions, facial hair and ageing.

Mandrake is a recent development, and as such limited details of the application of the software are available. The inventor company anticipates that recent worldwide exposure on CNN will increase the profile and use of the software. One implementation of the software occurred in London in October 1998. Mandrake has been utilised in an area of London with the purpose of pin-pointing known criminals in a crowd of people. When a match is made with a face in the crowd, the computer system will alert police via an alarm.

We envision that such technology could be installed inside individual gaming machines, and be adapted to sound an alarm when the face of an excluded gambler, stored on a database, appears in front of the machine. We do **not** see this technology as infringing on civil liberties because it stores nothing except self excluded individuals.

More information as regards this technology can be found on the Software and Systems International Ltd homepage. The relevant internet address is www.ssi-ltd.co.uk.

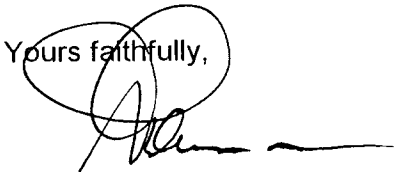
More information was also requested regarding comments made by Associate Professor Mark Dickerson of the University of Western Sydney. Associate Professor Dickerson suggested that electronic gaming machines should be modified to insert digital time reminders and electronic voice challenges to "continuous" gamblers. These comments are adopted in Recommendation Two of our submission.

The topic to which the recommendation pertains is discussed at length in a paper written by Associate Professor Dickerson entitled "EGM Players and Responsible Gambling". The paper was presented at the National Association for Gambling Studies Conference for practitioners, held in Adelaide in November 1998.

Associate Professor Dickerson suggests that problem EGM players are more likely to be so defined by virtue of the duration of playing sessions, rather than the frequency of individual sessions. Consequently, it is hypothesised that electronic reminders or challenges are likely to cause gamblers to consider the option that they should terminate the playing session in which they are currently involved. It is hoped that this measure will lessen the likelihood of gamblers playing continuously without any consideration of the potential consequences of their actions, and thus enable a more informed choice to be made.

Should you have any further queries, please direct them to **Adrian Evans** or **Kerry Townsend** at this office.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'Adrian Evans', written over a circular stamp or mark.

SPRINGVALE LEGAL SERVICE INC.