







Gaming Entertainment

Sports



BETBOOTH

Setting New Industry Standards in Facial Authentication and Biometrics Technology

Bet Booth Inc is a multi-axis technology provider comprising a robust hardware module and three companion software modules.

The "Booth" - a kiosk running a local .NET application - redefines the market with facial and biometric authentication protocols, featuring real-time API communication to track heartbeats and hardware components integration through highly customized drivers.

www.betbooth.com



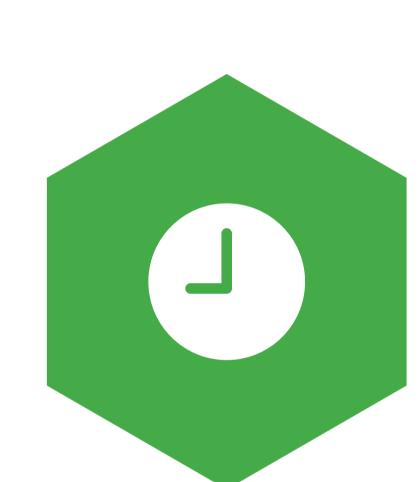
The Client

The US Online Gambling market share is expected to reach \$3.5B by 2032. In a market dominated by software solutions, **Bet Booth** is the first to provide a hardware offering complete with facial, biometric, and ID authentication technology with complete GLI-compliance. Their companion web application, and iOS and Android applications all communicate seamlessly with back office reporting software and a high-accuracy, high-volume data feed which US Bookkeeping describes as "the fastest platform and development process" in the industry.

The Problem



Despite their industry-defining concept,
Bet Booth does not have an in-house software
team, impeding their go-to-market strategy with
low quality outsourced software development and
a lack of structured project management.



Stuck in the prototyping phase, the opaque avenue of communication and feedback left Bet Booth stranded with a sluggish kiosk running on poorly designed, obsolete code with no maintenance strategy and no tangible timeline to market.

The Solution

The team at Proteus Development took on the role of Total Project Management, working closely with Bet Booth leadership to develop a multi-pronged engineering lifecycle and market strategy:

- Our business development team developed a strict market strategy with definable milestones and timelines the cornerstone of this strategy is urgent regulatory body compliance and stability of the platform
- Overhauled existing software and hardware, designed an updated system in C# focusing on component integration the Fingerprint Reader, Facial Recognition camera, and ID Scanner running on customized drivers designed by our engineering team
- Based on market trends and standards, our engineering team extrapolated the modules of Bet Booth, designing a powerful, real-time datafeed and bet processing API, reporting/administration software, and user-facing web and mobile apps

The Benefits

- First-of-its-kind hardware peripherals with real-time biometric and facial verification
- Fastest reporting and administration software as reported by US Bookkeeping
- Pilot projects with Dave & Buster's, cruise ships, and international clients
- Options to transition Bet Booth technology and project management and to Bet Booth's team through TeamBridge
- Frictionless GLI-Compliance

At Proteus Development, our business acumen and Total Project Management services are our unique competitive advantage.

We are committed and decisive in expedient industry research to maintain our partners' competitive edge, with a collective 40 years of experience going from concept to market.

Our approach to partnership and software ownership is key to our quality standards and our commitment to efficient business decisions and execution. Your success is our success.