

\$1.50
odds: 1.50:1
odds: 40%

hand history

Two yellow cards
\$87.15

19/13/6.2/26/63/29/1.2k
2.1/26/28/23/23
43/56/40/63/18/22/33/50
100/0/0/0/100/100
80/65/15/15/24/34
17/16/21/34/43
20/9/5/15/10/19

Two yellow cards
\$10

23/21/8.3/80/0/63/332
8.5/52/64/40/42
87/33/67/-/0/33/0/77
55/-/50/-/100/0
86/73/14/20/21/57
14/17/26/73/100
0/5/0/25/0/3

Two yellow cards
\$132.65

PARSING POKER
the digital mediation
of a game
natasha dow schüll

15/13/4.5/71/21/56/1.8
3.5/35/46/27/13
73/59/80/38/6/14/40/68
64/50/0/0/50/80
95/85/5/11/23/53
4/12/29/95/40
9/7/4/11/2/6

Two yellow cards
\$107.50



Zapatos80
\$98.50

Stack of chips: \$1.00, \$0.50
Two yellow cards
\$99.00

Two yellow cards
\$31.45

11/9/5.2/49/31/19/3.7k
2.3/34/37/34/24
73/62/94/80/0/0/57/58
65/42/0/17/33/50
85/80/15/11/25/54
8/12/16/18/27
7/4/3/3/3/9

\$100.00
15/11/3.4/50/30/33/818
1.3/25/22/26/30
42/65/80/0/0/5/0/30
75/40/0/0/0/0
91/79/3/10/27/44
10/18/24/42/42

\$99.00
15/12/3.3/71/20/35/3.8k
1.9/32/39/28/22
73/43/78/31/9/9/50/65
40/14/5/14/0/42
86/80/9/8/27/63

* 35/3/0.0/-/-/0/31
4.0/21/20/20/25
-/-100/-/-/0/0/-/50
-/-/-/-/-/-
-/-100/-/0/20/50



GAME FORMAT | GAME EXPERIENCE



EXCITEMENT | ABSORPTION



+ LIVE POKER



+ LIVE POKER

social | slow | house makes little \$ | untracked



+ **LIVE POKER**

social | slow | house makes little \$ | untracked

+ **VIDEO POKER**

asocial | fast | house makes \$\$\$ | tracked



+ VIDEO POKER

asocial | fast | house makes \$\$\$ | tracked



+ VIDEO POKER

asocial | fast | house makes \$\$\$ | tracked



“I used to play poker, live poker, with people. I was good. I could win. But machine poker isn’t about winning.”

+ VIDEO POKER

asocial | fast | house makes \$\$\$ | tracked



+ LIVE POKER

+ VIDEO POKER

+ **ONLINE VIDEO POKER**

asocial | fast | “free” yet websites make \$\$ | tracked



- + LIVE POKER
- + VIDEO POKER
- + ONLINE VIDEO POKER
- + ONLINE TABLE POKER



+ MULTI-TABLING

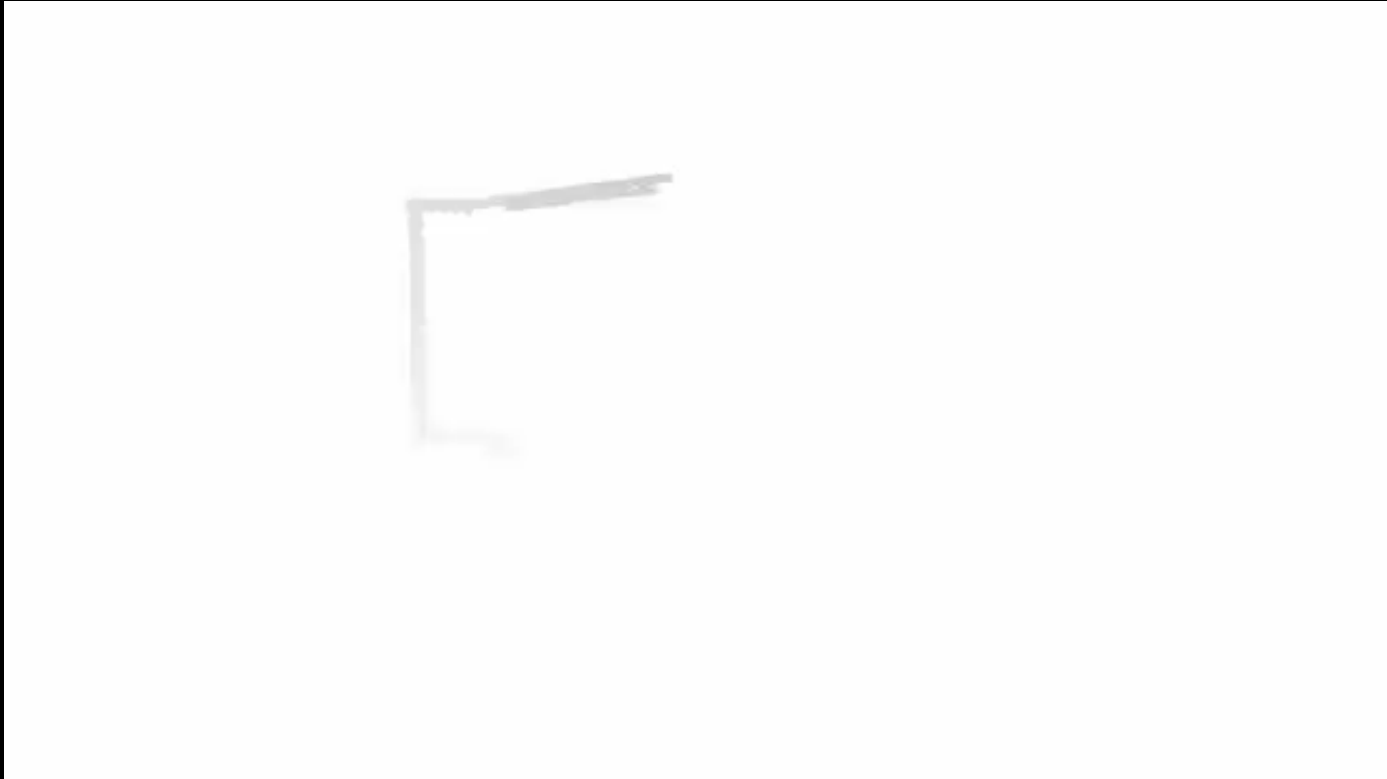


+ MULTI-TABLING



“When you’re playing in real life, you’re playing every hand the best you can. Online, you’re weighing optimal play per hand against the optimal number of hands you can play in time.”

+ MULTI-TABLING



+ RAPID DECISION MAKING



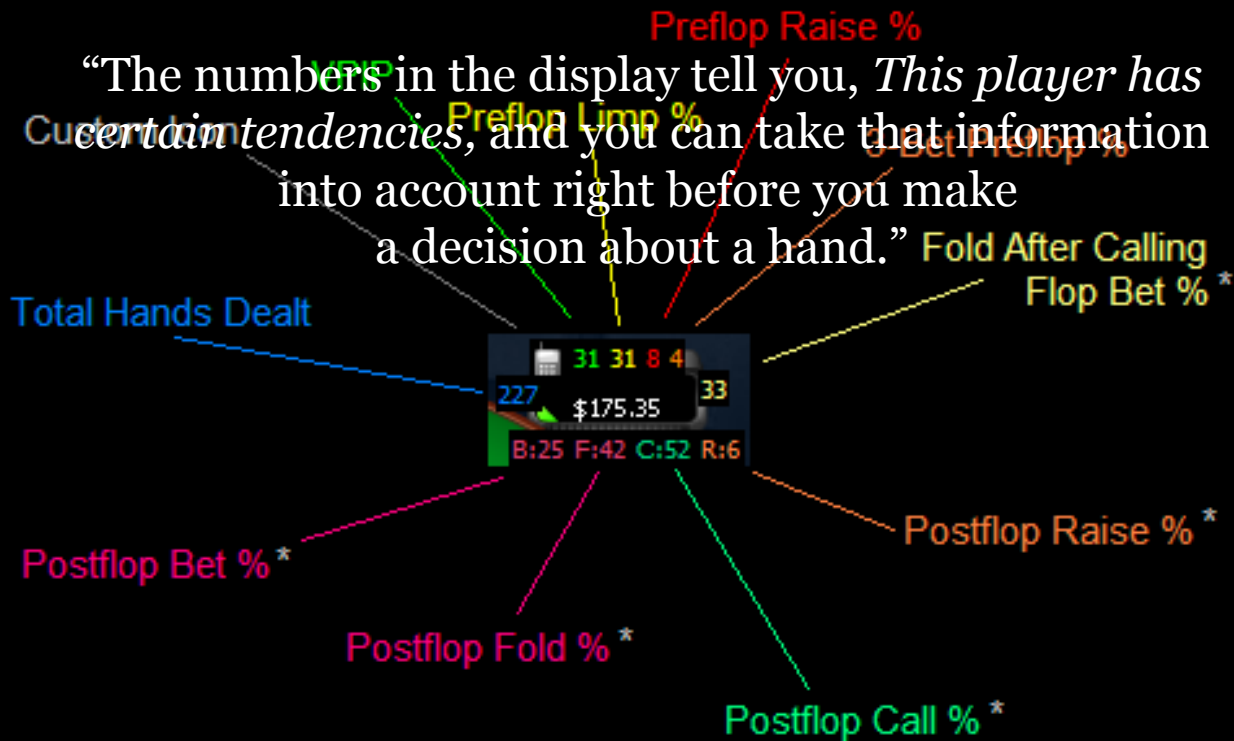
+ POKER TRACKING SOFTWARE

hold'em manager

POKERTRACKER

Dealer: Player2 checks
Dealer: Player3, it's your turn. You have 8 seconds to act
Dealer: Player3 checks
Dealer: Dealing River: [7d]
Dealer: Player1 raises \$1.40
Dealer: Player2 you have 8 seconds to act
Dealer: Player2 has requested TIME
Dealer: Player2 folds
Dealer: Player3 calls \$1.40
Dealer: Player3 shows two pair [6d6c 7d7h]
Dealer: Player1 shows two pair [7d7c KhKs]
Dealer: Hand #29246313 Player 1 wins pot (\$5.20)

+ HEADS-UP DISPLAY (HUD)



“You trust the information more than your own memory. You feel more comfortable taking action, and doing it faster. The numbers make the whole decision making process easier, less agonizing ... it becomes much more of a binary, yes/no process.”

SlawomirH:6.9k
VP_SB:80 VP_BB:43 PFR_SB:80 PFR_BB:14
3B_BB:15 F3:60 AF_F:2 AF_T:1
FvFCBo:44 FvFCBi:41 FvTCB:38 CR_F:13 CR_T:2
FCB:50 TCB:55 RCB:64
4B:7 F4:50 DBF:1 DBT:5 FvDBF:40

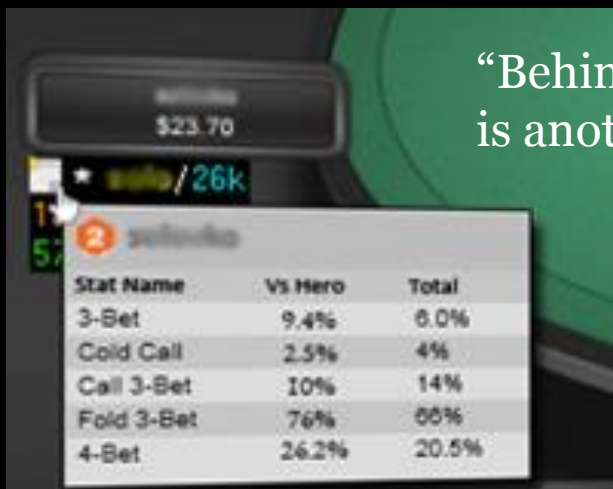
GHETTOBLH:9.6k
VP_SB:80 VP_BB:44 PFR_SB:80 PFR_BB:15
3B_BB:15 F3:61 AF_F:2 AF_T:2
FvFCBo:42 FvFCBi:52 FvTCB:35 CR_F:12 CR_T:2
FCB:51 TCB:55 RCB:67
4B:6 F4:62 DBF:1 DBT:4 FvDBF:46

CaviarChH:3.2k
VP_SB:80 VP_BB:44 PFR_SB:80 PFR_BB:15
3B_BB:15 F3:60 AF_F:3 AF_T:2
FvFCBo:47 FvFCBi:58 FvTCB:35 CR_F:14 CR_T:0
FCB:50 TCB:56 RCB:68
4B:7 F4:25 DBF:1 DBT:3 FvDBF:38

coldasicH:9.3k
VP_SB:80 VP_BB:44 PFR_SB:80 PFR_BB:15
3B_BB:15 F3:63 AF_F:2 AF_T:2
FvFCBo:42 FvFCBi:47 FvTCB:36 CR_F:12 CR_T:2
FCB:48 TCB:53 RCB:51
4B:6 F4:50 DBF:1 DBT:4 FvDBF:46

NIxDSDIH:4.9k
VP_SB:79 VP_BB:46 PFR_SB:79 PFR_BB:15
3B_BB:15 F3:59 AF_F:2 AF_T:2
FvFCBo:41 FvFCBi:44 FvTCB:45 CR_F:12 CR_T:2
FCB:49 TCB:46 RCB:48
4B:7 F4:60 DBF:1 DBT:4 FvDBF:43

+ POP-UP STATISTICS



A screenshot of a poker HUD showing a pop-up statistics window for a player named 'pulsedriver'. The window displays a table with three columns: 'Stat Name', 'Vs Hero', and 'Total'. The data is as follows:

Stat Name	Vs Hero	Total
3-Bet	9.4%	6.0%
Cold Call	2.5%	4%
Call 3-Bet	10%	14%
Fold 3-Bet	76%	60%
4-Bet	26.2%	20.5%

“Behind every stat is another set of stats.”

“It can be very useful to commit one afternoon to customizing these pop-up screens until they show the information you want them to show. Make sure that only the helpful information per statistic is shown. Especially when playing numerous tables it can be very important to quickly find the information you are looking for... you will need to invest some time to optimize the pop-ups to make them more efficient and save yourself time when having to make a decision.”

+ COLOR-CODING

VPIP	0 - 12	12 - 25	25 - 33	33 - 100	
PFR	0 - 9	9 - 15	15 - 26	26 - 100	
Aggression freq	0 - 26	26 - 42	42 - 100		
Aggression factor	0 - 1.5	1.5 - 4.5	4.5 - inf		
3bet	0 - 3.5	3.5 - 6.5	6.5 - 9	9 - 100	
Fold to 3bet	0 - 56	56 - 70	70 - 75	75 - 100	
Steal	0 - 22	22 - 30	30 - 42	42 - 100	
Fold BB to steal	0 - 62	62 - 73	73 - 85	85 - 100	
Cbet	0 - 58	58 - 68	68 - 77	77 - 100	
Fold to Cbet	0 - 45	45 - 52	52 - 64	64 - 100	
WTSD	0 - 20	20 - 22	22 - 28	28 - 31	31 - 100
W\$SD	0 - 44	44 - 49	44 - 56	55 - 58	58 - 100
MultiTable	0 - 3	4 - 11	11 - inf		

“Certain stats are indicators of what to do in certain situations. So if I look at the HUD and see that they’re all green, I know I should play aggressively.”

+ SELF-TRACKING

“You never know for sure if they are tracking you, so before assuming that, I try to gauge what information they might have on me. I do this by looking at their behavior toward me and also at the speed of their play against me. Based on that, I can guess how aware they are of how I typically behave, and can adjust my behavior accordingly.”

+ POST-SESSION SIMULATIONS



“In the moment, the right decision is not clear, but in the aggregate you can see how it makes sense to act; certain things come up over and over again and start to make sense.”

Player: Winnings: \$4,452.60

Hand:	13,982
Showdown	\$5,108.10
Non Showdown	-\$3,585.65
All-In EV	\$228.73
Rakeback	\$1,522.45
Net Won	\$1,522.45

1



Options

Net Won Rakeback Non Showdown Showdown All-In EV

“A lot of novice players get impatient and make the mistake of overvaluing their data—they get biased by short-term information and ultimately make poorer decisions. You have to have a lot of data points for anything you detect to be statistically significant—otherwise you can’t confidently conclude that a pattern is real”

+ MANAGING TILT

Win -543 -26 BB/100 1,656 hands										Total	CO	BTN	SB	BB			
Pre-flop	Total	EP	MP	CO	BTN	SB	BB				Att To Steal	46 (214/464)	39 (82/208)	54 (90/168)	48 (42/88)	- (0/0)	
VP\$IP	35 (561/1,616)	24 (36/148)	27 (74/272)	39 (118/306)	40 (127/316)	43 (132/308)	28 (74/266)				Fold to Steal	65 (115/178)	- (0/0)	- (0/0)	68 (56/82)	61 (59/96)	
Call Open	24 (155/639)	100 (4/4)	42 (16/38)	32 (24/76)	17 (21/122)	21 (40/190)	42 (16/38)				Call Steal	23 (41/178)	- (0/0)	- (0/0)	22 (18/82)	24 (23/96)	
Limp	5 (52/986)	3 (5/148)	4 (11/250)	2 (5/248)	1 (2/209)	22 (29/131)	- (0/0)				Resteal	12 (22/178)	- (0/0)	- (0/0)	10 (8/82)	15 (14/96)	
PFR	24 (389/1,616)	21 (31/148)	22 (60/272)	32 (98/306)	34 (108/316)	22 (67/308)	9 (25/266)				Fold to resteal	39 (11/28)	36 (4/11)	38 (5/13)	50 (2/4)	- (0/0)	
Raise 1st	35 (300/846)	21 (31/148)	24 (55/232)	39 (82/208)	54 (90/168)	48 (42/88)	0 (0/2)				CBet F (3B)	65 (11/17)	50 (1/2)	67 (2/3)	57 (4/7)	80 (4/5)	
3-Bet	9 (51/566)	0 (0/3)	6 (2/31)	5 (3/63)	10 (11/106)	11 (19/174)	8 (16/189)				Fold RS-CBet F	28	17	0	11	0	
Fold to 3B	66 (57/86)	4-Bet	10 (9/89)							Fold to F CBet (3B)	29 (4/14)	50 (1/2)	0 (0/3)	33 (1/3)	0 (0/1)		
Fold to 4B	25 (2/8)	4B range	3.9	SOZ	20 (2/10)	4 (1/27)	2 (1/50)										
Steal	Total	CO	Btn	SB	Vs steal	SB	BB										
Steel	46 (214/464)	39 (82/208)	54 (90/168)	48 (42/88)	Fold	68 (56/82)	68 (42/62)										
Call\$bet	39 (11/28)	55 (6/11)	23 (3/13)	50 (2/4)	Call	22 (18/82)	23 (14/62)										
Fold to resteal	39 (11/28)	36 (4/11)	38 (5/13)	50 (2/4)	3Bet	10 (8/82)	10 (6/62)										
Post flop	Total	Flop	Turn	River	Showdowns	PT4	HM2										
Aggression	1.2	1.0	1.4	1.8	WTSD	25 (102/401)											
Agg Freq	18	17	19	18	WWSF	36 (145/401)	36 (145/401)										
Check-raise	4 (7/195)	4 (5/112)	4 (2/57)	0 (0/26)	TotalAF	1.2	F 1.0	T 1.4	R 1.8								
Vs missed CB					Total AFq	34.3	F 17.5	T 19.1	R 17.8								
Bet in position	42 (8/19)	18 (2/11)	71 (5/7)	100 (1/1)	Total post flop AFq	18.0											
Bet OOP	26 (9/35)	45 (5/11)	17 (4/24)														
Flop As PFR	Total	Regular	3Bet Pot														
Continuation bet	45 (63/139)	43 (52/122)	65 (11/17)														
Fold CB to Raise	57 (4/7)	57 (4/7)	- (0/0)														
Fold to Donk Bet	32 (7/22)	35 (7/20)	0 (0/2)														
Raise Donk Bet	23 (5/22)	20 (4/20)	50 (1/2)														
vs PFR																	
Fold to CB	46 (46/99)	49 (42/85)	29 (4/14)														
Raise CB	6 (6/99)	6 (5/85)	7 (1/14)														
Donk bet	2 (2/89)	2 (2/81)	0 (0/8)														
WTSD	W\$SD	WWSF	Vs steal	SB	BB	Total											
25 (102/401)	48 (49/102)	36 (145/401)	Fold	68 (56/82)	61 (59/96)	65											
Bet or Raise	Bet or Raise																
F 16 (15/92)	47 (7/15)																
T 41 (24/59)	50 (12/24)																
R 60 (9/15)	60 (9/15)																
Call	Call	3b	Fold BvB	3b BB vs SB													
22 (18/82)	23 (14/62)	23	50 (17/34)	24 (8/34)													
CBet	CBet	CBet	Fold to CB														
88 (7/8)	40 (2/5)																
Limp/fold	22																
Squezz	EP	MP	CO	BTN	SB	BB											
0 (0/1)	0 (0/2)	0 (0/7)	20 (2/10)	4 (1/27)	2 (1/50)												
Fold to PF Squezz	0.0 (0/1)	100 (2/2)	33 (1/3)	0 (0/2)	50 (1/2)	- (0/0)											
raise 1st	35.5 (300/846)	20.9 (31/148)	23.7 (55/232)	53.6 (90/168)	39.43 (82/208)	47.7 (42/88)	0.0										
Raise limpers	- (0/0)	16.7 (3/18)	16.7 (3/18)	31.7 (13/41)	17.1 (7/41)	16.3	15.8										
Limp	5.3 (52/986)	5.3 (52/986)	5.3 (52/986)	5.3 (52/986)	5.3 (52/986)	5.3 (52/986)	5.3										
3b	9.1 (50/549)	0.0 (0/2)	6.7 (2/30)	5.1 (3/59)	10.5 (11/105)	10.7 (18/168)	8.6										
3B vs open from	9.1 (50/549)	9.3 (9/97)	7.4 (11/148)	8.8 (10/114)	9.5 (10/105)	23.5 (8/34)	-										
fold vs 3B	43.6 (17/39)	0.0 (0/2)	50.0 (3/6)	50.0 (3/6)	38.5 (5/13)	50.0 (2/4)	-										
Fold vs 3B OOP	45.5 (5/11)	45.5 (5/11)	50.0 (1/2)	40.0 (2/5)	50.0 (2/4)	-	-										
Fold vs 3b IP	42.9 (12/28)	42.9 (12/28)	50.0 (2/4)	55.6 (5/9)	38.5 (5/13)	- (0/0)	-										
Call 3b	41.0 (16/39)	100.0 (2/2)	50.0 (3/6)	42.9 (6/14)	23.1 (3/13)	50.0 (2/4)	-										
call 3b OOP range	54.5 (6/11)	100.0	50.0 (1/2)	60.0 (3/5)	-	50.0 (2/4)	-										
call 3b IP range	-	-	-	-	-	-	-										
4 bet	7.6 (6/79)	0.0 (0/2)	0.0 (0/7)	6.3 (1/16)	35.7 (5/14)	0.0 (0/19)	-										
4 bet range	5.8	0.0	0.0	3.0	22.3	0.0	-										
call 4bet	37.5 (3/8)	- (0/0)	100.0 (1/1)	- (0/0)	50.0 (1/2)	0.0 (0/2)	37.5										
fold vs 4bet	14.3 (1/7)	- (0/0)	0.0 (0/1)	- (0/0)	50.0 (1/2)	0.0 (0/2)	14.3										
5bet	50.0 (3/6)	50.0 (3/6)	50.0 (3/6)	50.0 (3/6)	50.0 (3/6)	50.0 (3/6)	50.0 (3/6)										
5bet range	-	-	-	-	-	-	-										
fold vs 5bet	-	-	-	-	-	-	-										
6bet																	
L/F	22.2 (4/18)	L/R		0.0 (0/18)	L/C		77.8 (14/18)										

35 24 1.2 25 2k 4
45 46 9.1 43.6 46 65 5



Avoid
Tilt



“If everyone uses these stats and uses them correctly, then there will be no room left to have an edge—because everyone will have the same information, like we’re all bots playing each other.”

CaviarCHH:3.2k
VP_SB:80 VP_BB:44 PFR_SB:80 PFR_BB:15
3B_BB:15 F3:60 AF_F:3 AF_T:2
FvFCBo:47 FvFCBi:58 FvTCB:35 CR_F:14 CR
FCB:50 TCB:56 RCB:68
4B:7 F4:25 DBF:1 DBT:3 FvDBF:38

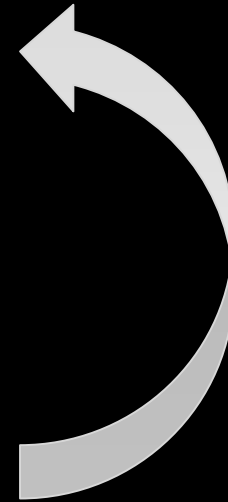
SlawomirH:6.9k
VP_SB:80 VP_BB:43 PFR_SB:80 PFR_BB:14
3B_BB:15 F3:60 AF_F:2 AF_T:1
FvFCBo:44 FvFCBi:41 FvTCB:38 CR_F:13 CR_T:2
FCB:50 TCB:55 RCB:64
4B:7 F4:50 DBF:1 DBT:5 FvDBF:40

coldasicH:9.3k
VP_SB:80 VP_BB:44 PFR_SB:80 PFR_BB:15
3B_BB:15 F3:63 AF_F:2 AF_T:2
FvFCBo:42 FvFCBi:47 FvTCB:36 CR_F:12 CR

GHETTOBLHH:9.6k
VP_SB:80 VP_BB:44 PFR_SB:80 PFR_BB:15
3B_BB:15 F3:61 AF_F:2 AF_T:2
FvFCBo:42 FvFCBi:52 FvTCB:35 CR_F:12 CR_T:2

Tracking APPS for live poker

- + LIVE POKER
- + VIDEO POKER
- + ONLINE VIDEO POKER
- + ONLINE TABLE POKER
- + MECHANIZED TABLE POKER





“I can play in privacy on their own screen without having to worry about other players.”

“The social aspect of player interaction didn’t happen at all like it does at a live table.”



+ **LIVE POKER**

social | slow | house makes little \$ | untracked

+ **VIDEO POKER**

asocial | fast | house makes \$\$\$ | tracked

+ **ONLINE VIDEO POKER**

asocial | fast | “free” yet websites make \$\$ | tracked

+ **ONLINE TABLE POKER**

asocial & social (bluffing is digitally mediated) |
super fast | websites profit from volume | tracked

+ **MECHANIZED TABLE POKER**

social & asocial (interaction with people & screens) |
slow & fast | house makes \$\$ | tracked & untracked

“Can be an educational tool for players to accept the technology . . .
a very good catalyst for us to transfer people from tables to machines”

“The player will be weaned over time to video screens”

