

# The Hologram Tokens

by Earl Donley

A new generation of gaming tokens appeared on Valentines Day with the introduction of the Holiday Celebration Series token at the Riviera Hotel in Las Vegas. This series of tokens uses the new Hologram token design. A hologram is a 3 dimensional picture affixed to a metal token. The Riviera Token has a rose flower picture on one side and a picture of cupid on the other. It truly is a beautiful token.



Todd Wingate, an official at the Riviera, said the Riviera wanted to do something unique and special for their customers. They decided to do their new Holiday Celebration Series in Hologram tokens and Valentines Day would be the perfect holiday to start with. The Valentines Day token was designed to be played in a \$10.00 slot machine. Due to how delicate the

hologram is and how easily the picture scratches in normal machine use, each token had to be separately packaged in its own container and stored in the coin vault. Much the way a Silver Strike token is handled. Riviera's first hologram token can be purchased at the cashiers cage. Plans are still being developed as to how these tokens will be used in the future. Wingate said the next Hologram token most likely will be the Fourth of July. Again they intend to make only a limited edition of 500 tokens.

Art Olita, the manager at Osborne Coinage, explained in detail the Hologram manufacturing procedures.

Holography is a photographic process of bending and focusing light. Most commonly used to form light waves into a 3 dimensional image or picture. Holograms are made using a laser and a light sensitive material chemically similar to a photographic emulsion.

A hologram records a pattern of infinitesimal lines called an interference pattern that is made by the interaction of two beams of laser light. After processing, the hologram is illuminated at the same angle as one of the beams used during the original exposure. The hologram re-creates the second beam to redirect and form a 3-D image.

Unlike photography or painting, holography can render a subject with complete dimensional fidelity. A hologram can create everything your eyes see, size, shape, texture and rela-

tive position. However, if you try to touch a holographic image, all you'll fine is focused light.

The Riviera tokens are using a reflection hologram which are lit from the front, reflecting the light to you as you view it.

To create a hologram, you first produce a hand sculptured 3-Dimensional subject. A beam of laser light is optically separated into two beams. One, the reference beam, is directed toward a piece of holographic film and expanded so that the light covers the film evenly and completely. The second, the object beam, is directed at the subject of the composition and similarly expanded to illuminate it.

When the object beam reflects off the subject, it carries with it information about the location, size, shape and texture of the subject. Some of this reflected object beam then meets the reference beam at the holographic film, producing an interference pattern which is recorded in the light sensitive emulsion.

After the film is developed, the hologram is illuminated at the same angle as the "reference" beam during the original exposure to reveal the 3-Dimensional image.

At this time, Art Olita with Osborne Coinage, has presented this concept to Anchor Gaming in an effort to introduce holograms to their Silver Strike program.

Whether used as a Riviera Celebration Series token or as a Silver Strike token, the hologram is a beautiful gaming token. A token that everyone will want in their token collection.