

Ruggedized Custom Ergonomic Tablet

In-Venue Mobile Gaming Platform



Captec supported Mecca Bingo in strengthening its market-leading position by driving the adoption of electronic bingo terminals. Through a collaborative partnership, Captec delivered intuitive, user-focused improvements that enhanced digital engagement and customer experience. Ongoing product enhancements and aligned development roadmaps ensured continued innovation and long-term value to meet Mecca Bingo's evolving needs.

The customer is a leading UK entertainment brand, known for innovation and customer focus in the bingo industry. Mecca Bingo is driving the shift to digital play through Electronic Bingo Terminals, enhancing the player experience with intuitive, engaging, and accessible technology and nationwide presence, modernising traditional formats while maintaining a high standard of service and enjoyment.



The Challenge

The customer faced growing challenges with the adoption and usability of their existing electronic bingo terminals (EBTs). While the current terminals initially served their purpose, limitations in hardware design soon became a barrier. Fixed viewing angles and restricted range of motion on the X240 terminal stands made the devices less accessible and affected screen visibility due to light reflection. Compounding this, audio performance was insufficient, with sound clarity and volume falling short in busy bingo hall environments and impacting overall engagement.

These usability issues conflicted with Mecca Bingo's core objective to deliver a more enjoyable, intuitive, and seamless digital bingo experience that would appeal to both existing and new players. To overcome these challenges, the company required a technology partner capable of re-engineering and enhancing the EBTs with a user-centric focus. This included improving ergonomics, audio performance, and digital interaction to increase adoption, improve the customer experience, and future-proof their position as a leader in the UK bingo industry.



The Solution

Captec provided a comprehensive solution to address Mecca Bingo's operational challenges and player experience requirements, starting with the evaluation of user feedback from bingo clubs across the UK. Insights from both players and club staff highlighted key areas where the existing electronic bingo terminals (EBTs) required improvement.

The first major upgrade involved a complete redesign of the EBT stand. Engineered for improved structural strength and greater flexibility, the new stand allows screen tilt between 25 and 65 degrees, significantly enhancing visibility while reducing glare from overhead LED lighting in club environments. This ensured a more comfortable and accessible user experience across varied seating arrangements.

To address performance and connectivity demands, Captec upgraded the wireless module to Intel Wi-Fi 6, enabling high-volume connections with improved data throughput and reduced latency, which is crucial for real-time digital bingo play. The CPU was also upgraded to the Intel N100 processor, delivering a benchmark score of 5498, ensuring smoother, faster gameplay and a more responsive interface.

Audio was another priority identified through user feedback. Captec integrated an upgraded speaker system with increased volume output, improving clarity of game announcements and ensuring all players, including those with hearing difficulties or seated further from the terminal, had a more immersive experience.



The Outcome

The outcome of this collaboration demonstrates Captec's ability to deliver far more than just technical upgrades. It reflects the company's strength in combining customer insight, engineering expertise, and end-to-end delivery to support long-term strategic goals. With the enhanced X250 Electronic Bingo Terminal, Mecca Bingo now benefits from a next-generation solution that improves ease of use, system responsiveness, and the overall player experience, strengthening its leadership in the UK bingo market.

Captec's ability to manage the full lifecycle of the product, from design and development through to supply chain coordination, change management, and ongoing product support, has proven invaluable to Mecca Bingo's digital transformation journey. The X250 now stands as the leading Electronic Bingo Terminal in the market, setting the benchmark for performance and reliability in the leisure sector.

This project further reinforces Captec's broader capabilities in delivering customized, scalable computing solutions across regulated and demanding environments. The success of the X250 not only positions Mecca Bingo for continued innovation but also highlights Captec's role as a trusted technology partner, capable of turning complex customer requirements into lasting operational advantage.



CAPTEC

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