

Cultural Daily

Independent Voices, New Perspectives

The casual casino pastimes revitalized by the smartphone

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Casino and gambling culture has been a part of our day-to-day lives for many years, whether that's playing the State Lottery in the hopes of landing the jackpot, or enjoying a Las Vegas getaway and chancing classic games like roulette and blackjack.

The industry's move online in the mid-1990s brought about major change to the industry, but it opened doors rather than close them. And while millions enjoy casino gaming on the internet, huge numbers still make the trip to Vegas every year, while many more continue to play their local lottery game.

But the digital marketplace has created major new opportunities for the gambling industry to engage with an even bigger audience, and it is the sector's more casual games, on mobile, that have helped to lead this development.

In this article, we will talk about three traditional gambling pastimes that have been rejuvenated by the online casino sector and mobile play, and which in turn have played a key role in the wider sector's expansion.

Scratch cards

The concept behind the modern scratch card was first developed in the 1970s as a computer-generated 'instant lottery game'. This was quickly evolved to produce physical cards, which got their name from the act of scratching off panels to reveal key information.

The cards proved a major hit and have been a part of gambling culture ever since, but the growth of industry in the digital marketplace has created new possibilities, and today, players can enjoy a scratch card on their phone – it's reverted back to its digital origins.

Modern [online scratch cards](#) are colorful, animated and developed to feature many different themes. Titles like Beachside Bonanza and Big Bounty capture the player's imagination and deliver an instant scratch card experience that is larger than life.

Bingo

The game of bingo is another pastime that has been enjoyed for generations by American audiences, but the game's transition online and its move to the smartphone in the late 00s and early 10s has helped it become more popular than ever.

The fast nature of the game makes it perfectly compatible with our busy modern lifestyle. Many mobile phone users **demand instant entertainment** and rarely have time to make a major investment of time in the games in front of them, so a rapid-fire game of bingo is often the perfect choice.

Slots

A true staple of the **Las Vegas casino**, physical slot machines are bright, noisy and a source of enjoyment for millions of visitors every year. Slots are also another perfect example of a game that was ready-made for the small screen.

Offering quick-fire action and the chance to win big money from a small stake, the game has found a natural home on mobile. Additionally, the adaptable nature of the game means the games are almost infinitely customizable, with major media franchises like Rick and Morty being immortalized as new titles.

Though these games remain engrained in traditional casino culture, it is undoubtable that the digital marketplace and the introduction of the smartphone has helped breathe new life into scratch cards, bingo and slot machines.

Alongside roulette, blackjack and poker, these casual casino pastimes appear set to retain their place at gambling's top table for years to come.

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