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in the player tracking unit comprising:
 a front panel;
 a display coupled to the front panel for dynamically
 displaying at least player tracking information;
 one or more of illumination devices coupled to the front 5
 panel and adjacent to said display for conveying
 information related to functions of the player track-
 ing unit wherein the one or more illumination de-
 vices are operable to convey information for a
 game player on the gaming machine and wherein the 10
 one or more illumination devices surround a portion
 of a perimeter of the display;
 one or more of the following player tracking interface
 devices coupled to the front panel: a card reader, a
 key pad, a bonus button, a function button, a 15
 microphone, a sound projection device, a camera, a
 wireless interface device, a proximity sensor and a
 finger print reader; and
 a logic device designed or configured 1) to commu-
 nicate with the display, the one or more player tracking 20
 interface devices, a master gaming controller that
 controls a game played on a gaming machine and a
 player tracking server and 2) to control illumination
 of said illumination devices in a manner visually
 communicating gaming information, 25
 receiving an input signal relating to a game event in the
 player tracking unit;
 determining a visual response to the game event; and
 illuminating said one or more illumination devices located 30
 adjacent to the display in the player tracking unit to
 convey a visual response to the game event.

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82. The method of claim **81**, further comprising:
 determining an aural response to the game event; and
 projecting sound from a sound projection device in the
 player tracking unit to convey said aural response to the
 game event.
83. The method of claim **82**, wherein the aural response
 is a voice message.
84. The method of claim **82**, further comprising:
 determining a duration of an aural response and
 after the duration of the aural response has expired,
 terminating the aural response to the game event.
85. The method of claim **82**, further comprising:
 receiving a second input signal relating to the game event
 and terminating the aural response to the game event.
86. The method of claim **85**, wherein the input signal is
 received by one or more of a master gaming controller on the
 gaming machine, a player tracking device on the player
 tracking unit and a player tracking server.
87. The method of claim **82**, further comprising:
 receiving a second input signal relating to the game event
 and terminating the visual response to the game event.
88. The method of claim **82**, further comprising:
 determining a duration of the visual response and
 after the duration of the visual response has expired,
 terminating the visual response to the game event.

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