

INTERVIEW WITH POKER CALCULATOR CREATOR & CEO

23 X 12 = 276.....how did I know the answer to that?? I just popped it into my handy little calculator and poof.....out came the answer. Now imagine being able to do the same thing but for your pocket cards in your next Texas Hold'em card game.

I recently got hold of an amazing little physical poker calculator that I just love, it's shaped like an actual mini calculator and sort of modelled after one, it has really cool interface with custom keys that you punch in to calculate your pre-flop winning odds based on your 2 dealt cards and the number of players at your table.

This device is very portable [fits into your top pocket] and really inexpensive. It's also the only physical poker odds calculating device that I've seen on the market. I liked it so much that I tracked down the manufacturer and interviewed Cameron Brown , CEO of Delphin Trading Corp, out of Ontario , Canada and also the brains behind this poker calculating device.

Here's a brief excerpt from my interview.

SMOKE POKER; thanks very much for taking the time to tell us about this really neat poker calculator. I'm so used to seeing online software, it was really awesome to come across an ACTUAL physical calculator. Can you briefly explain what exactly the Texas Hold'em Pre Flop Odds Calculator is?

CAMERON BROWN; The 'play to win' Texas Hold'em Pre-flop Odds Calculator is a small, hand held calculator that determines the strength of your starting hand by estimating the odds of winning pre-flop and your hand ranking out of a possible 169 combinations based on the number of players at the table.

SP: It definitely is small which is a really neat design feature, but you gotta tell me, how did you come up with this idea in the first place?

CB: The Pre Flop Odds Calculator started to evolve from my interest in winning odds percentages as I played more Texas Hold'em and wanted to improve my game. My first pursuits involved seeking information on pre flop odds, and starting hand strengths. While, everyone knows AA is the best starting hand, where did QJ not suited stand?

As I pursued various sources, I only found charts and on line calculators that offered this information. As well, I found most calculators that included post flop odds were extremely complicated and difficult to learn and use. I was also of the opinion that knowing the strength of your starting hand pre flop helped me tremendously in determining your best approach pre flop play, especially as a novice or beginner. And there were no other simple, easy to use alternatives to the complicated on line calculators and charts.

SP: So is it primarily intended for novice players?

CB: Not at all. As an online player myself , I was also always cashing in my player points for novelty items such as hats and shirts and taking them as gifts to home games or poker events. It occurred to me that there was a lack of new and innovative products available. Thus Delphin Trading Corp set out to develop a small, hand held device that would allow players to calculate the pre flop odds and starting hand ranking when playing Texas Hold'em. The design objectives were to create a product that was easy to use, portable and inexpensive, allowing players to use it while on line or sitting at a table playing. In essence, we created an electronic strategy chart that is the size of a playing card and will estimated your odds based on a range of two to ten players at the table. In our case, however, you do not have to spend a lot of money and carry around a load different charts.

SP: So it's perfect for novices, and as a gift or novelty item, who else is it geared for?

CB: We see the calculator being used by novice and intermediate players as a learning tool in becoming knowledgeable with the odds of winning and the starting hand strength{ ranking out of 169 } pre flop. But we also see the Texas Hold'em Pre Flop Calculator most often being used by on line players that are, or are not, using complicated on line odds calculator software and of course, by home players as a fun and educational item at the table.

SP: Definitely. I know this is a fairly new product out on the market. What has the response been so far?

CB: The initial response has been great since our product launched early this year. There has been significant interest from distributors [we even have one in Australia and NZ] and retailers selling poker supplies, games and party supplies. We also have strong interest from companies looking to offer the product as an incentive promotional item, or as a gift with purchase such as promotions companies, poker sites, and in combination with other poker products. Our current retailers have all experienced solid sell-through at the real and on line level and we have enjoyed numerous re orders from our current customer base. Overall we are excited with our successful launch with the marketing of the Texas Hold'em Pre Flop Odds Calculator.

SP: Any interest from the big players { individual or institutions } of the poker world.

CB: At this time we are looking to find one or several key professional players to partner the promotion of the pre flop odds calculator. We do continue to co-sponsor in conjunction with the world poker tour {WPT} the CALCULATE THE ODDS tournament on their ClubWPT.com website.

SP: I must say I am really happy I found this. It's a typical interview question to ask "What's the most amazing thing about the calculator? As the owner and creator of this poker calculator, how would you answer that?"

CB: There are actually three things that are the most amazing about the calculator. We believe the unique nature of the product, the attractive price, and its ease-of-use with a few simple key strokes you are on your way to improving your Texas Hold'em play and truly understanding starting hand strength.

SP: Do you have any other potential enhancements or future poker products in the works?

CB: We are currently working on new products that will be marketed under the " Play To Win" brand from Delphin Trading. Our focus is learning and strategy tools that can be marketed as small, easy to use devices. Our customers are already asking for an odds calculator that will also determine hand strength and winning odds post-flop. One that will be easy to use. We expect our next several products to be based on poker and related games. However, in the long term we plan to expand into other areas.

SP: That's outstanding. We all look forward to seeing what you come up with in the future. Thanks for taking the time to speak with SmokePoker.com

CB: Its my pleasure. Thank you.