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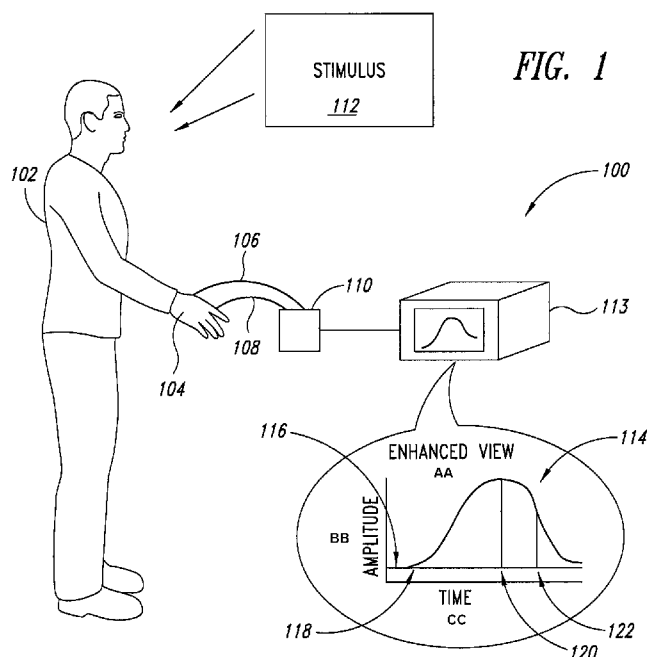
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(54) Title: BIOFEEDBACK FOR A GAMING DEVICE, SUCH AS AN ELECTRONIC GAMING MACHINE (EGM)



(57) Abstract: Environmental feedback and/or biofeedback is associated with one or more players' emotions in real time. The emotional feedback is provided to a game device being used by the player, such as an electronic gaming machine (EGM). The game device uses the biofeedback and/or environmental feedback to appropriately adjust the game play to maximize the game's entertainment value to the player(s). The player(s) can be identified, and the game device matches the emotional response with certain game elements being presented at that time and associates this matching to the identified player. The matches can be used to make an adjustment to the game device, to the environments, and/or to take some other action. The game device can also store the matches, combined with any collected environmental and/or biometric stimuli, on a game server or player tracking database via the network. Previous environmental/biometric information can be used to make immediate adjustments to the game or environment, or incorporated into future game design and environmental design.



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