CLAIMS

What is claimed is:

1. An electronic gaming machine comprising:

an input device configured to receive an indication of value for play of a wager-based game in which one or more game outcomes can be provided responsive to a wager;

an output device configured to output an indication of value in association with play of the wager-based game;

a display screen configured to display video data associated with the wager-based game; and

one or more processors configured to cause the electronic gaming machine to:

generate a logon code in response to receiving a request to logon to the gaming machine;

transmit ~~a~~the login code from the electronic gaming machine to a mobile computing device via wireless communication; and

receive an account authentication message transmitted from the mobile computing device via wireless communication after the login code was transmitted to the mobile computing device, the account authentication message comprising:

(a) the login code,

(b) an account identification portion that identifies a user account, and

(c) an account authentication portion capable of being used to authenticate the user account; and

based on the account authentication message, authenticate the user account at the electronic gaming machine.

2. The electronic gaming machine recited in claim 1, wherein transmitting the login code from the electronic gaming machine to the mobile computing device comprises:

presenting indicia on a display screen associated with the electronic gaming machine, the indicia encoding the login code, the indicia capable of being read by a camera at the mobile computing device, wherein the indicia includes a barcode.

~~3. The electronic gaming machine recited in claim 1, wherein the indicia comprises a barcode.~~

43. The electronic gaming machine recited in claim 1, wherein the one or more processors further configured to cause the electronic gaming machine to:

determine whether the login code included in the account authentication message matches the login code transmitted from the electronic gaming machine to the mobile computing device.

54. The electronic gaming machine recited in claim 1, wherein the one or more processors further configured to cause the electronic gaming machine to:

determine whether the account authentication portion matches account authentication information associated with the user account identified by the account identification portion.

65. The electronic gaming machine recited in claim 1, wherein the login code comprises a gaming machine identification portion that identifies the electronic gaming machine and a random portion that is randomly generated.

76. The electronic gaming machine recited in claim 1, wherein the login code includes the account identification portion.

87. The electronic gaming machine recited in claim 1, wherein transmitting the login code from the electronic gaming machine to the mobile device comprises:

emitting near-field radio waves from the electronic gaming machine.

~~9~~8. A method comprising:

generate a logon code in response to receiving a request to logon to the gaming machine;

transmitting ~~a~~the login code from an electronic gaming machine to a mobile computing device via wireless communication;

receiving, at the electronic gaming machine, an account authentication message transmitted from the mobile computing device via wireless communication after the login code was transmitted to the mobile computing device, the account authentication message comprising:

(a) the login code,

(b) an account identification portion that identifies a user account, and

(c) an account authentication portion capable of being used to authenticate the user account; and

based on the account authentication message, authenticating the user account at the electronic gaming machine.

~~10~~9. The method recited in claim ~~9~~ 8, wherein transmitting the login code from the electronic gaming machine to the mobile computing device comprises:

presenting indicia on a display screen associated with the electronic gaming machine, the indicia encoding the login code, the indicia capable of being read by a camera at the mobile computing device, wherein the indicia includes a barcode.

~~11. The method recited in claim 9, wherein the indicia comprises a barcode.~~

~~12~~10. The method recited in claim ~~9~~ 8, ~~the method~~ further comprising:

determining whether the login code included in the account authentication message matches the login code transmitted from the electronic gaming machine to the mobile computing device.

~~13~~11. The method recited in claim ~~9~~ 8, ~~the method~~ further comprising:

determining whether the account authentication portion matches account authentication information associated with the user account identified by the account identification portion.

~~14~~12. The method recited in claim ~~9~~ 8, wherein the login code comprises a gaming machine identification portion that identifies the electronic gaming machine and a random portion that is randomly generated.

~~15~~13. The method recited in claim ~~9~~ 8, wherein the login code includes the account identification portion.

~~16~~14. The method recited in claim ~~9~~ 8, wherein transmitting the login code from the electronic gaming machine to the mobile device comprises:

emitting near-field radio waves from the electronic gaming machine.

~~17~~15. ~~One or more~~ A non-transitory computer readable media having instructions stored thereon for performing a method, the method comprising:

generate a logon code in response to receiving a request to logon to the gaming machine;

transmitting ~~a~~the login code from an electronic gaming machine to a mobile computing device via wireless communication;

receiving, at the electronic gaming machine, an account authentication message transmitted from the mobile computing device via wireless communication after the login

code was transmitted to the mobile computing device, the account authentication message comprising:

(a) the login code,

(b) an account identification portion that identifies a user account, and

(c) an account authentication portion capable of being used to authenticate the user account; and

based on the account authentication message, authenticating the user account at the electronic gaming machine.

~~18~~16. The ~~one or more computer readable~~ media of ~~recited in~~ claim ~~17~~ 15, wherein transmitting the login code from the electronic gaming machine to the mobile computing device comprises:

presenting indicia on a display screen associated with the electronic gaming machine, the indicia encoding the login code, the indicia capable of being read by a camera at the mobile computing device, wherein the indicia includes a barcode.

~~19. The method recited in claim 17, wherein the indicia comprises a barcode.~~

~~20~~17. The ~~method recited in~~ media of claim ~~17~~ 15, ~~the method~~ further comprising instructions for:

determining whether the login code included in the account authentication message matches the login code transmitted from the electronic gaming machine to the mobile computing device.

18. The electronic gaming machine of claim 1, wherein the login code is valid for only a single authentication.

19. The electronic gaming machine of claim 1, wherein the login code expires after a period of time.