

## ABSTRACT OF THE DISCLOSURE

### ANONYMOUS PLAYER TRACKING WITH MOBILE DEVICES

5           A monitoring system for monitoring customer activities within a casino enterprise is described. The monitoring system can be used to determine a current utilization of casino activities so that an optimal mixture of activities can be offered by the casino. Further, the system can be used to identify customers, based on their utilization of the activities, whose loyalty that a casino enterprise may wish to

10   cultivate. In particular embodiments, the monitoring system can be configured to passively track portable wireless devices and associate the portable wireless devices with activities within the casino enterprise that are not attributable to customers registered in a loyalty program. The identity of the person controlling a particular portable device can be unknown. A virtual customer account can be created where the

15   first portable device is used to identify a virtual customer associated with the account. Based upon identification of the first portable device, activities can be associated with the virtual customer and store to the virtual customer account.

Fig. 3

