

# Aurora Open Retail: The Future of Retail

## A new universal application for retailer solutions

Retail point of sale (POS) technology is in the midst of a significant evolution. Retailers are requiring solutions that are simple, seamless, and mobile, with the capability to integrate cashless payment systems, cloud solutions, and open Application Programming Interfaces (APIs). New technologies have increased both consumer and retailer demand for convenience and flexibility.

Retailer trends are now moving to hardware-agnostic solutions that allow a wider range of retailers to more nimbly create and maintain a POS solution for themselves. This is especially true for smaller, lower-volume retailers. Additionally, new technology has also opened the door to web-based systems that host all POS data in the cloud. This allows retailers the flexibility to manage their businesses from remote locations and eliminates dependency on a specific hardware device. These same evolutions that are exploding in the general world of retail are also pivotal to the future landscape of the lottery retailer.

While a dedicated terminal will continue to be a core feature of lottery in retail, the ability for lottery POS technology to be more flexible and open holds much promise, potentially opening up the lottery to new trade styles and smaller-sized retail locations that do not have enough room for standard lottery equipment. Aurora Open Retail, IGT's new retail solution software architecture, is at the forefront of making this a reality.

### Single Application for All Device Types

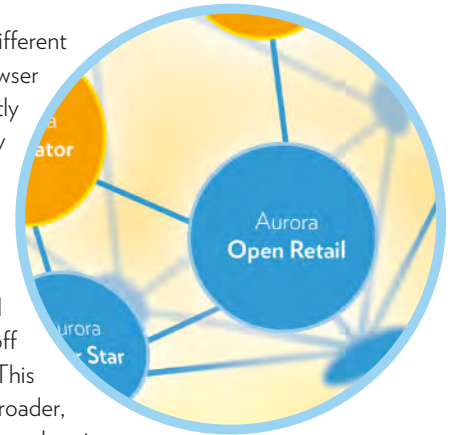
Aurora Open Retail is a terminal software platform that is moving lotteries towards the ability to offer flexible, hardware-agnostic lottery retail solutions to their retailers.

This platform is based entirely on APIs that separate the gaming application and user interface (UI) from the back-end services. This separation facilitates faster changes and allows the lottery terminal application to be run on unconventional devices, such as personal smartphones and tablets. The UI component, written once, will work across multiple types of devices with different screen sizes and resolutions, using industry-standard, adaptive UI technologies.



Open Retail also leverages thin client technology that

allows it to adapt to different platforms through a browser interface that lives directly on the terminal. By utilizing thin client connectivity, Aurora Open Retail does not rely on a local computer to fulfill its computational roles and instead works off a web-based server. This solution provides a broader, more open infrastructure wherein several user interfaces or devices can share their computations with the same server via the web.



The Open Retail technology is:

- **Flexible:** The combination of HTML5 and APIs provides a flexible lottery terminal application solution.
- **Open:** Open standards technology allows for extending lottery terminal application functionality to unconventional devices and trade styles.
- **Expandable:** Being able to integrate to various terminal types, including existing retailer devices, allows entry to trade styles, such as discounters who would never deploy a traditional lottery terminal.



### Any Retailer, Any Situation

As technology and retail continue to move towards smart devices and portal-driven POS systems, Aurora Open Retail will help the lottery industry accommodate this new retail environment. With a roadmap pointing towards a true hardware-agnostic potential in the future, Aurora Open Retail will allow retailers and lotteries to expand the number of available access points with little to no investment in device hardware...a fundamental game changer for the business. One lottery POS application to use on any hardware device: that is the brilliance of Aurora Open Retail.

*For more information on Aurora, IGT's new lottery technology solution, visit [www.IGT.com](http://www.IGT.com).*

