

# SELF-SERVICE PAYMENT STATIONS ADD CONVENIENCE FOR RETAILERS

**T**he surest pathway to increased sales is to make it easier for the retailer to sell lottery products and for players to buy lottery products. That's the value proposition of Grover Gaming, a premier manufacturer and provider of digital reveal lottery vending machines and digital tickets. Our customers have found that installing Cash Out Stations in retail locations increases revenues by increasing convenience for both retailer and lottery player.

Grover Gaming's hallmark of innovative graphics, 3-D animations, superior game design, and player satisfaction have made its products the leader in digital reveal lottery vending machines, systems and tickets. Grover Gaming has developed and deployed Cash Out Stations into social retail venues in Virginia for nearly two years. "In the sites where we have Cash Out Stations, they have increased the hold for the charity by over 20%," said Tim Smith, Vice President for Grover Gaming. The reason for the increase is two-fold: 1) Players prefer not having to bother busy retailers when claiming

their winnings; and 2) Many players want to play anonymously and prefer going to a Cash Out Station instead of being paid by a person.

Retailers have been more accepting of digital reveal lottery machines after they know an onsite Cash Out Station is available for their patrons. After finishing play, patrons simply insert winning cash vouchers dispensed from the digital reveal lottery vending machines into the Cash Out Station. The Cash Out Station issues the player cash after reading and validating the secure barcode on the cash voucher. This provides retailers the satisfaction they need in offering a lottery product that their patrons will enjoy without taking up valuable time from their employees.

Lotteries are always looking for new venues to offer their products. Digital reveal lottery vending machines allow lotteries the ability to grow their presence in social retail venues and other non-traditional retail locations where lottery products have not sold well. Many times, these new social venues



bring new players to the lottery and inspire existing players to play more often. Grover Gaming's digital reveal lottery vending machines, digital tickets and systems distribute tickets through a highly secure network offering integrity, accountability and security with each ticket played. The digital ticket games offer prize structures with predetermined winning and non-winning outcomes exactly like traditional paper lottery instant tickets. Each ticket is serialized and tracked to ensure integrity is maintained through distribution and delivery. Each winning cash voucher can be validated by Grover Gaming's sophisticated secure validation system or through the lottery's existing validation system.

Grover Gaming, headquartered in Greenville, NC, employs over 160 professionals developing products for the lottery and charitable gaming industry across North America. All of Grover Gaming's products are tested and approved by independent laboratories for jurisdictions that allow digital reveal lottery vending machines. Grover Gaming's demonstrated experience with the stellar reporting and communication capabilities of its systems make Grover Gaming the perfect partner for lotteries in North America. Grover Gaming also provides a wealth of experience in logistical market rollout, sales, and ongoing operational and technical support. Grover Gaming brings unique promotional ideas to digital reveal ticket games through the creative imagination of its game designers and marketing team. The current jurisdictions where Grover Gaming has placed its digital reveal vending machines and game content are Virginia, Kentucky, North Dakota, New Hampshire, Ontario, and Idaho.



Grover Gaming is committed to providing key people, ideas, programs, and products to enable lotteries to maximize revenues and transfers to their jurisdictions. Grover Gaming is currently seeking talented and passionate individuals to add to its constantly expanding teams. Establishing a balance between creativity and professionalism, the company prides itself in producing superior products and solutions. Grover Gaming is a company that has grown rapidly over the past few years, giving employees an opportunity to cultivate skills and roles.

Grover Gaming's Mission Statement details its passion for the lottery and charitable gaming business:

*"We exist to provide Entertaining Gaming experiences through a team committed to growth and progress."*

Grover Gaming's vision is to build a strong foundation of humble, passionate people, effective processes, and superior products, with Core Values:

*Passion – Doing our best with a positive attitude*

*Adaptability – Being able to change while maintaining effectiveness*

*Reliability – Constantly fulfilling our roles on the team*

*Teamwork – Trust, healthy conflict, commitment, accountability and results*

## GroverGaming.com

Please contact Grover Gaming at **252.329.7900** if you are interested in learning more about our innovative products or if you are interested in joining our team!

