

# At the Intersection of **Retail, Fun,** and **Technology**

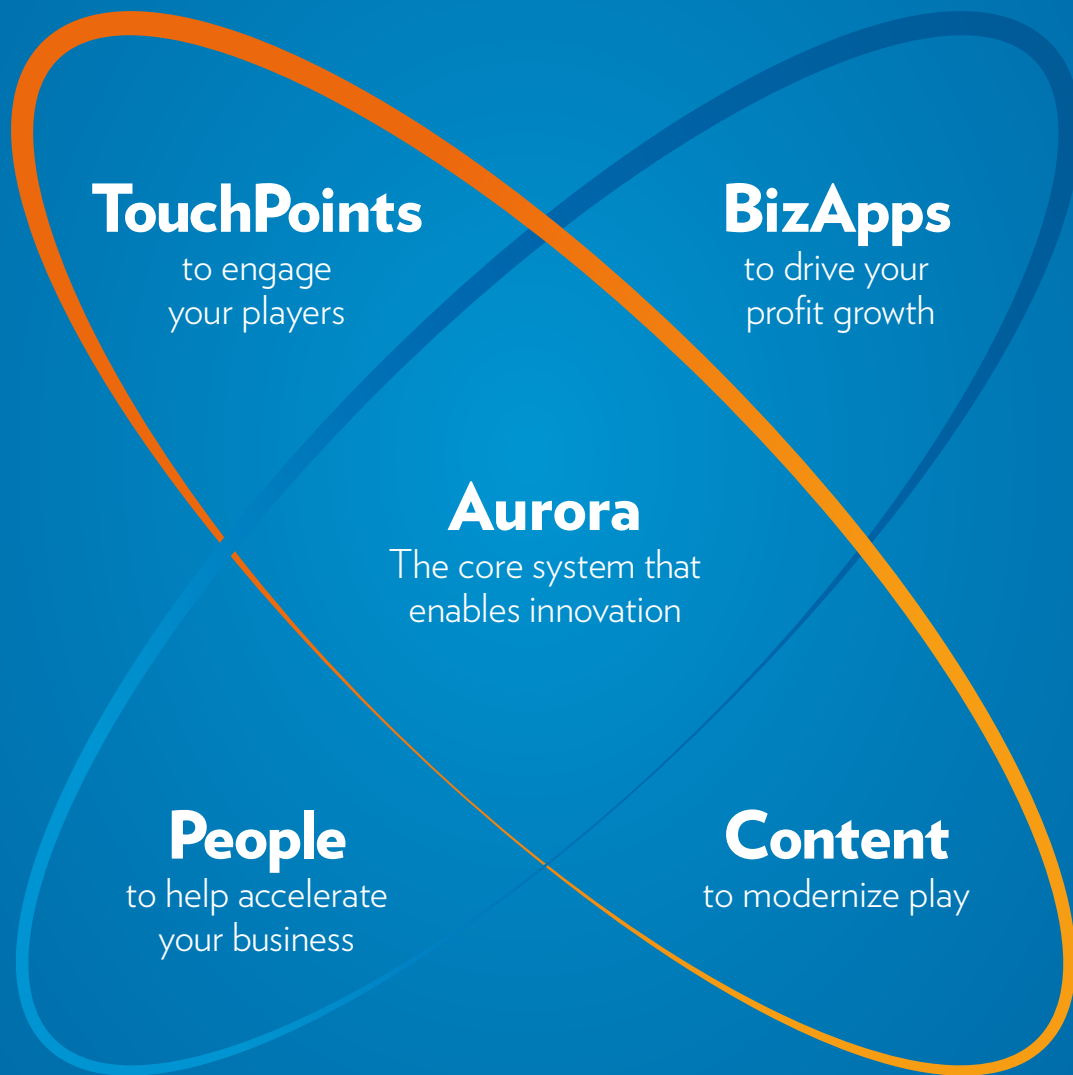
Where can lotteries find growth?  
In everything from player insights to retail operations.

by Marco Tasso, Senior Vice President,  
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**T**here's a saying that the best way to predict the future is to create it. This is certainly true of our industry. We stand at the intersection of retail, fun, and technology, giving us a unique opportunity to help shape the future across many fronts and engage a new generation of players. Lotteries are poised for major advances in the player experience, the form and content of games, the retail operating model, and more.

IGT's most recent customer research confirms that the priority for lotteries in the coming two to three years is to drive growth. Growth through new and expanded channels. Growth through innovative products. Growth by attracting a new generation of players. IGT is committed to modernizing play to support lotteries on their growth path. To clearly communicate all that customers can take advantage of right now to drive growth into the future, we recently reimagined all of our products and services. Featured on the following pages is a closer look at what we call the IGT Lottery Ecosystem.

## Modernizing Play to Support Customers' Growth



### The IGT Lottery Ecosystem

At the center is **Aurora**, our new core system. Aurora provides the power and flexibility to transform, manage, and grow lottery businesses. To deliver on player and retailer expectations now and in the future, it features omnichannel capability for a seamless player experience, interoperability with third-party solutions, a single retailer view to manage customers effectively, and actionable analytics.

Players want to define their own journey. We create innovative and intuitive **TouchPoints** to engage players at every opportunity, from self-service terminals and in-lane solutions to mobile convenience and wagering apps.

**BizApps** comprises an integrated suite of tools to manage the everyday activities that drive sales and profit growth, from delivering actionable insights on lottery performance to helping retailers manage the lottery category. Our applications allow for the continual delivery

of new features and innovations as they become available, and can be integrated with the Aurora and ES central systems as well as third parties.

To attract the next generation of players, our **Content** draws on advanced technologies, FutureGame—our proprietary game-innovation process—and a wealth of exclusive licensed content, from our newest instant ticket promotion with international phenomenon *The Voice* to classics like *Wheel of Fortune*. Every game we create is built with our unique global understanding of players to keep them coming back for the excitement as well as for the chance to win.

A major IGT differentiator is our **People**. We offer the services and experienced people to support customers in optimizing every aspect of the lottery value chain: from market insights to portfolio analysis, to sales and retail execution, to managing technology and supporting field operations.

Highlighted here are just a few of the ways IGT is modernizing play in every part of the lottery business to help customers grow:



### Aurora

#### Navigating Business Applications to Achieve Results

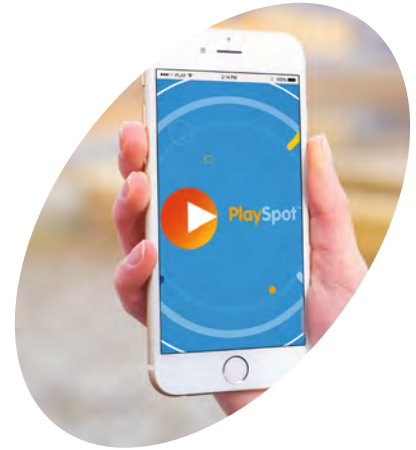
Aurora's new administration portal, Navigator, provides a single place to view, manage, and administer all lottery business-management applications. It features a redesigned user interface that is browser- and device-agnostic, customizable to the role of the user. Navigator is also extendable to other non-Aurora solutions.



### TouchPoints

#### A Mobile, Integrated Lottery Experience for Players

To bring the convenience of mobile into play at the industry level, we're currently pilot-testing our PlaySpot™ mobile solution to create one integrated lottery experience. Using the PlaySpot app, players have the potential to purchase retail lottery tickets, play live keno and Instant Win games, and also check and collect winnings in a licensed retail location on any mobile device while connected via Bluetooth to a lottery network.



### BizApps

#### BizApps: Harnessing the Power of Data

Only IGT offers a synchronized suite of complementary products that leverage consistent insights and analytics across all lottery stakeholders to drive sales. These powerful tools deliver proven, actionable content developed based on our unrivaled experience managing lotteries, retailer networks, and lottery sales forces in multiple jurisdictions around the world.



### Content

#### NOW & LATER: A Brand New Category of Lottery Play

Through IGT's proprietary game-development process, FutureGame, we are engineering the next generation of lottery experiences with a global, player-focused, data-driven perspective that involves stakeholders from across the business. The first of these games are launching this year under the category name NOW & LATER™, with more following in 2018. NOW & LATER products are draw games with a scratch component, a hybrid that offers both new and existing players the best of both worlds—the instant thrill of a scratch-off ticket and the anticipation and extended experience of a lottery drawing.



### People

#### Your Growth Partner From the Conference Room to the Corner Store

IGT's Retail Sales & Execution Team focuses not only on products and technology, but on accelerating growth through the full range of retail and consumer activities. We work with lottery customers to improve sales operations, maximize revenue through retail relationships, and enhance retail and product execution. As trusted partners, we draw on the experience of more than 2,000 IGT people who walk in our customers' shoes every day as lottery operators, and who serve more than 137,000 retailers.

IGT is committed to continually modernizing play, and we'll never stop innovating to make sure our customers continue to grow.

Visit us at NASPL and let us help you grow every part of your lottery business.

