



# Now on the Menu: A Smarter Way to Showcase Instant Games

Boost player engagement, instant ticket sales, and operational efficiency with the new Digital Menu Board solution from IGT.

This unique software solution is integrated with the lottery terminal application, making it easy for retailers to showcase their in-stock instant games and update their digital menu displays in real time.

IGT's solution to drive lottery point-of-sale digital displays marks a huge step forward for retailers. What sets it apart?

For one, it uniquely provides **cutting-edge integration with IGT's lottery terminal application — ensuring that a retailer's digital menu display reflects a store's current instant ticket inventory.**

For another, it's not hardware. The Digital Menu Board solution from IGT is software that works with just about any digital signage monitor on the market.

## Simplicity for Retailers

Another feature that sets IGT's Digital Menu Board solution apart is **ease of use.**

Retailers control the player-facing digital menu via a **simple and intuitive** user interface on their lottery terminal.

"When a retailer activates a new pack of tickets, IGT's Open Retail functionality brings them directly to the terminal screen where the new game is shown as available," explains Marcelo Assis, IGT Director Marketing Retail Applications and Digital Signage. "The retailer simply **drags and drops** the game from the 'unassigned' area on the terminal screen to the 'assigned' area, positioning it based on the arrangement of the ticket bins behind the counter."

With the push of a button, the digital menu on the player-facing monitor is

**instantly updated with the new game's ticket art, price point, bin number, and other information** as desired.

"It's just as easy to unassign games," notes Assis. "The display is fully responsive and will instantly rearrange the remaining games accordingly."

Players approaching the digital menu display are greeted with an appealing, modern interface showcasing only games currently in stock — making it easy for them to view and order what they want to play, be aware of new games as they launch, and avoid the disappointment of selecting a game only to be told that tickets are not available.

## PLAY HERE



Because the solution is in tune with IGT terminals inside the store, there is nothing to integrate. Retailers simply activate the ticket pack, then drag and drop the game symbol to update their digital menu display.

## Flexible & Customizable

IGT's Digital Menu Board solution supports display in landscape and portrait modes, as well as the display of other lottery promotional content at the point of sale, **including jackpot information** for draw-based games.

The solution is customizable for use with a wide range of monitors and monitor sizes, as well as counter, wall- or ceiling-mounted configurations.

The size of the game art displayed is determined by the number of games shown on the monitor. IGT can work with lotteries to recommend the optimal monitor size to use with the Digital Menu Board solution, taking into consideration the intended position of the display within the store – for example, on the sales counter vs. on the back wall – to optimize readability based on how close consumers will be to the display.

The Digital Menu Board solution can be connected directly to the terminal via hardwiring, or it can be driven by WiFi or Ethernet through the lottery's network using IGT's compact media player ShowConnect, which can drive the same display on multiple monitors in-store.

## Piloting an Unbeatable Experience

To ensure a robust and adaptable solution, IGT initiated field trials with the Digital Menu Board solution. These included a substantial pilot program in partnership with the Missouri Lottery, encompassing 100 retail locations. This pilot was designed to put the solution through its paces in a range of retail environments.

"We're always looking for ways to increase sales, bring efficiencies, and modernize the retail environment," said

Brooke Higgins, Sales Program Expansion Manager with the Missouri Lottery. "The pilot provided an opportunity to see how these digital menu boards could help us meet those goals."

## Missouri Field Test Players & Retailers Respond



*"A much cleaner look. Simple to use and navigate. We love it!!"*

– 7th Heaven

*"Customers love the new display. They commented that it is definitely an 'eye-catcher' with a much-needed contemporary look."*

– Caseys

*"Players are really liking the new Digital Menu Board!"*

– Eagle Stop

*"Thanks for making it easy!"*

– Murphy Express

*"The ease and convenience of this will work so much better than the cards on the board."*

– Sinclair Supermarket

*"Several players have mentioned that it makes it easier to see the price point of the scratchers and like the new feature on the Digital Menu Board to stay updated on the new games when they are available."*

– Discount Smokes

*"People say they love it. Much easier to read than the scratcher board. Lots of compliments."*

– St. Charles Quick Shop

Missouri was one of first U.S. lotteries to pioneer the use of early, non-lighted menu boards and the first to embrace lighted menu boards, so it's not surprising the

## Benefits of IGT's Digital Menu Board Solution

### For Lotteries:

- Drives increased instant ticket sales through improved visibility of available games.
- Boosts brand awareness and modernizes players' impression of lottery.
- Provides a sustainable advertising option, reducing costs and waste from printed in-store game materials.
- Capable of handling any number of games to be displayed.

### For Players:

- Better visibility to all instant ticket games available at the retailer.
- Easy readability with price information, bin number, new game indicator, and instant game art.

### For Retailers:

- Drives increased instant ticket sales through improved visibility of available games.
- Easily enables retailer to set up display with instant games they are currently selling.
- Allows retailer to assign bin numbers to games to correlate to the location on the dispensers.
- Frees up countertop with options to place instant ticket dispenser off counter.

Digital Menu Board's integrated communication with the lottery central system enables retailers to configure the digital menu to match the physical inventory within their specific store – making near-real-time updates based on activated packs for sale.



Lottery was among the first to roll out IGT's Digital Menu Board solution.

IGT was flexible in accommodating each retailer with placements. Retailers participating in the pilot were given a choice of two screen sizes, horizontal or vertical orientation, and the option to place the hardware on the counter or mount it above or next to the register.

"An essential aspect of the pilot was collecting feedback while it was in the field," says Kathy Meunks, IGT Account Development Manager, Missouri. "IGT's market research team created and issued a survey during the program to gather comments and impressions from retailers who were using the solution. Lottery sales representatives who visited the stores during the pilot also reported back with their observations."

The input enabled IGT's product team to identify areas for enhancement, resulting in improvements such as the capacity for larger ticket images and a reduction in the space between ticket images. "The gradual rollout of the pilot allowed IGT to make improvements at the stores as they went along. This led to better placement and optimization of the graphics," said Higgins. "The overwhelming feedback from retailers reinforced how easy this solution is to use – especially to position the games. Our retailers love it."

## Corporate Retailers on Board

The pilot with IGT's Digital Menu Board was also a boon for national retailers, including Circle K.

"Since the pilot began in Missouri, feedback from our associates has been incredibly positive," says Circle K Director of Operations, Jason Koenig. "The solution simplifies use for our associates and **helps to minimize transaction time**. Shoppers also love the **ease of visibility** for the instant lottery products sold in the store."

### +Optimized for In-Lane

Lotteries and retailers have an ongoing need to expand points of sale. Among IGT's innovations is its award-winning IGT

LotteryLink™ product to easily add in-lane sales. This small, plug-and-play device allows retailers to sell instant games and Quick Pick draw games directly from their existing point-of-sale systems the same way they sell other consumer products —no software modification needed. (See article about IGT LotteryLink™ in this issue of PGRI.)

With the means to easily expand lottery sales in-lane comes the need for a way to showcase the games available.

To solve this need, IGT recommends using the Digital Menu Board solution to drive a mini-display, showcasing a smaller selection of lottery tickets in limited in-lane spaces. Retailers can highlight all the tickets sold in-lane or focus on specific games, such as seasonal options or a family of games. It's a smart way to raise awareness among consumers and help retailers make the most of the available space as they add more lanes.



## The Menu is Always Fresh

Lotteries and retailers see the value of replacing plastic displays and other crowded, difficult-to-see displays of instant tickets with bright and attractive digital menus.

IGT's Digital Menu Board solution represents a fresh approach to managing

## Response Data from IGT's Survey of 100 Pilot Retailers in Missouri

**72%**

of retailers surveyed reported being **"very satisfied"** with IGT's Digital Menu Board solution

**91%**

rated it **"very easy"** to manage from the terminal

**82%**

liked the jackpot **information displayed** on the Digital Menu Board

**69%**

say their players will be **very interested** in the Digital Menu Board solution

and updating digital displays, setting a new standard for adaptability in modern retail environments.

IGT's Digital Menu Board is the only solution of its kind. To learn more, visit [IGT.com](https://www.igt.com) or contact your IGT representative.



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