



There's Never Been  
a Better Time to  
**Get In-Lane**

Shown: IGT LotteryLink™ (lit green, ready for use) with optional stand and scanner.  
Attendees at the World Lottery Summit (WLS) in Paris got a first-hand look at how simple and seamless it is to use IGT LotteryLink™.

**Introducing IGT LotteryLink™, the award-winning solution that lets retailers quickly and easily sell lottery games in-lane on their own point-of-sale devices.**

IGT LotteryLink™ clinched the title of **Lottery Product of the Year** at the prestigious 2025 International Gaming Awards in January, where it was recognized by judges for revolutionizing the way lottery tickets can be sold in stores.

LotteryLink solves an enormous need for the industry by enabling **in-lane sales for both instant games and Quick Pick draw games without any point-of-sale programming.** This innovative plug-in device offers unmatched ease of use and

universal applicability for retailers and lotteries around the globe.  
*Here's everything you need to know about this in-lane game changer:*

## A Transformative Solution for Lottery Sales

The industry's secure and reliable system for selling lottery products at retail has earned longstanding trust around the world and enabled enormous category growth. Yet in multi-lane stores, **consumers** may still need to go out of their way—using a vending machine or separate counter—to purchase lottery tickets at retail, making the experience less convenient than purchasing other goods. **Retailers** still face challenges with the category, such as managing a separate reconciliation process, staying on top of instant-ticket inventory, and conducting lottery transactions on a separate terminal from other purchases. In retail locations around the world with limited counter space, there is also an acute need for a solution that does not require space for a separate lottery terminal.

Meanwhile, **lotteries** continually need to recruit new retailers. A solution that radically simplifies the work a retailer must do to support lottery sales can drive adoption of in-lane sales – and help lotteries realize the substantial benefits.

Enter **LotteryLink**, a revolutionary product designed to transform lottery sales by offering a simple, user-friendly solution that elevates the experience for retailers and consumers alike.

## What is IGT LotteryLink™?

**IGT LotteryLink™** is a small device that integrates seamlessly with a retailer's existing point-of-sale (POS) system. There's no need for software modifications. Retailers can simply plug it in and start selling lottery products directly at checkout lanes with minimal effort, the same way they sell other consumer goods.

This innovation is the first and only solution in the lottery industry to enable both instant and Quick Pick draw-game sales without requiring a dedicated lottery terminal or complicated setup.

IGT LotteryLink™ leverages pre-defined APIs (application program interfaces) to interact with the lottery central system, handling all necessary interactions to ensure smooth operation.

A retailer simply plugs this small device into their own point-of-sale terminal, and it's ready to go. An optional printer is available for printing draw-game tickets and instant-ticket receipts.

## How Does IGT LotteryLink™ Work?

- This small device, measuring just **4.3 x 4.3 x 1.1 inches** (110 x 110 x 27.5 mm), connects to the retailer's POS terminal.

- IGT LotteryLink™ supports two deployment modes: Clerks can either use their own POS scanner – the same one they use for other products sold in the store – or use LotteryLink's optional, dedicated lottery product scanner. An optional printer is also available for draw-based tickets and/or instant ticket receipts.
- Retailers simply scan the barcode on a lottery product, and the device seamlessly communicates with the lottery's central system to process the transaction.

Once connected, retailers can scan lottery products, process sales, and print tickets with zero changes to their existing system.

## Benefits of IGT LotteryLink™

Retailers enjoy a hassle-free setup while customers get a streamlined checkout experience.

### For Retailers:

- **Ease of Adoption:** The plug-and-play nature eliminates the need for costly and complex software development.
- **Integrated Accounting:** Lottery sales are included in regular POS data and reporting, streamlining reconciliation.

### Selling Draw Games



- Retailer uses scan sheet to scan a barcode associated with a specific draw game at a particular price point.
- Ticket is printed on lottery printer.
- IGT LotteryLink™ sends UPC to retailer POS; draw game purchase is included in shopping “basket” and printed on customer receipt along with their non-lottery purchases.

### Selling Instant Tickets



- Retailer scans each instant ticket the consumer wishes to purchase (the inventory barcode).
- IGT LotteryLink™ sends instant ticket activation to host.
- IGT LotteryLink™ sends UPC to retailer POS; purchase is included in shopping “basket” and printed on customer receipt along with their non-lottery purchases.

Lottery players and potential players visit numerous chains and trade styles on a regular basis. These retailers are looking for growth opportunities and want to give consumers a reason to keep coming back.

Lottery can be that reason. And LotteryLink makes it easy for any retailer to add lottery points of sale.”

- Melissa Pursley, IGT Senior Vice President, Lottery Product Sales and Development

- **Operational Efficiency:** Allows activation of instant tickets at the point of sale, significantly reducing manual labor and theft risks.
- **Marketing Opportunities:** Enables integration of lottery promotions into loyalty programs and in-store campaigns.

**For Consumers:**

- **Convenience:** Purchase lottery tickets alongside other goods in a single transaction at the checkout counter.
- **Simplified Process:** Players receive a single receipt for both retail and lottery purchases.

LotteryLink offers a modern, frictionless way to sell and buy lottery tickets in-lane. It aligns with consumer demands for convenience while providing retailers with an innovative tool to drive sales and enhance customer satisfaction.

## Why Choose IGT LotteryLink™?

Retailers play a crucial role in the growth of the lottery industry—chain retailers alone account for 25% of U.S. lottery sales, approximately \$21.4 billion annually. Yet adoption of in-lane lottery sales has been slow due to costs and system integration challenges. IGT’s innovative LotteryLink™ product addresses these barriers head-on, making in-lane solutions more accessible and scalable.

LotteryLink™ does not replace all lottery terminals, which offer specific capabilities

needed by retailers above and beyond the scope of in-lane sales. However, what LotteryLink does offer is the never-before-possible means to easily and rapidly expand lottery sales in-lane across retailer locations. ■

Contact your IGT representative to simplify sales with IGT LotteryLink.



## IGT LotteryLink™ in Action

Prior to the release of IGT LotteryLink™, a pilot program was conducted in partnership with the Texas Lottery at C Mart, a convenience store in Austin, Texas.

From March to July 2024, IGT tested the solution, integrating lottery sales directly into the retailer’s point-of-sale system.

The pilot began with Powerball and Mega Millions Quick Picks alongside six Texas Lottery scratch tickets priced between \$5 and \$50, later expanding

to include up to 10 scratch games using ticket-by-ticket activation. IGT collaborated with C Mart to refine processes, while the retailer’s staff tested workflows to find what suited them best.

The results were overwhelmingly positive: The staff at C Mart loved the simplicity of IGT LotteryLink™ sales and the ease of reconciling their sales reports. They were reluctant to part with the equipment at the conclusion of the pilot.



Shown in foreground: IGT LotteryLink™ with optional stand and scanner.

An industry-changing feature of LotteryLink™ is its integration with retailer’s point-of-sale equipment. Among other benefits, this allows retailers to maximize limited space on and behind the counter.