

# INTERACTIVE LOTTERY DRAW GAMES

FROM GTECH G2



ADDING INTERACTIVE wagering to your business meets the player demand and extends your sales network.

## INTERACTIVE DRAW GAMES AND INSTANTS

Adding interactive wagering to your business meets player demand and extends your sales network. Draw and Instant games are, and will continue to be, the bedrock of a lottery game portfolio. Offering an alternative way of entering the draw at the player's convenience is the logical first step in any interactive strategy:

Allow players to wager conveniently at home with the familiarity of existing lottery games and styles:

- Extends player choice to purchase lottery tickets when, where, and how they like
- Attract new players to existing games – for whom traditional channels are no longer relevant
- Risk free, and flexible game development using the Draw Game Adaptor means lotteries can now respond rapidly to player demand for innovative, interactive games
- Drive active traffic to your website – from which you can develop new and innovative game strategies to enhance revenues

## DRAW GAMES

By combining the familiarity of draw games with the convenience of play-at-home wagering on the internet players can now enjoy real-time play when and where they are most comfortable. No more having to make that additional errand to the local retailer and no more fear of losing a physical ticket.

By registering for a simple, central, player account, your customers can deposit funds to use on buying tickets for the same, popular, draw games they can play in store. Player can “save” their favourite numbers in their account to make playing even quicker and easier, or

choose new combinations at will. It is as simple as entering the numbers into a “virtual” playslip on the website, choosing the day and number of draws, and any bonus plays – and in return, receiving a ticket confirmation that is automatically stored in the player account.

Winnings can be automatically paid into the account, so there is no paper ticket to find, nor extra trip to the store to claim your prize.

GTECH G2's approach to extending draw game sales to the interactive channel provides lotteries with a number of features and benefits including:

- Simple, low risk integration so you can offer your players interactive wagering quickly and securely
- High transaction throughput designed to handle high volume internet traffic
- Immediate receipt of payments so there's no retailer settlement delays
- Digital channel extension possibilities into new and emerging technologies
- Rapid development and integration so there's no need for months of planning to launch interactive wagering
- Addition of new channels of play to existing games for even more revenue from your core portfolio
- No retail commissions to be paid so you enjoy even higher profit margins
- Offers an alternative channel to balance the peaks of demand across the year generated by rollvers, superdraws etc.
- Provides a core product on site, which drives web site traffic to which other interactive games can be promoted and cross sold, for additional revenues

## DRAW GAMES ADAPTOR

GTECH G2 offers a unique Draw Game Adaptor that has been developed specifically for the needs of operators based on our extensive experience creating interactive solutions for some of the world's most successful and pioneering lotteries.

The GTECH G2 Draw Game Adapter is not a separate system – it is a highly optimized, real time interface into the existing host central system; which effectively allows the interactive channels to become a “super retailer” in the overall network.

Gaming logic and controls are kept in the central system – so there are no changes to existing operational processes.

## Become Your Own “Super Retailer”

Because the Adaptor facilitates the sale of tickets to existing games through new channels, any and all existing draw games in the central system can be made available in this way.

From standard Lotto style weekly/daily draw games to sports pari-mutuel to Keno or other game types yet to be invented!. If it's sold by a lottery retailer and is managed by the central system, it can be sold interactively! And this includes single and multiple draw entries.

## Subscriptions

And for the ultimate in choice and convenience, not only can players buy tickets for multiple draws through the new digital channels; but they can also take out for a subscription – which means never missing a draw again.

## Multi-Channel

And whilst the internet offers the most popular route to market at the moment, the GTECH G2 Draw Games solution, is channel neutral

- allowing each operator to offer the digital channels of their choice for ticket purchase
- including mobile (via text, java applet or WAP) and interactive TV.

## Currency

The GTECH G2 Draw Games solution can be configured in any local currency.

