

# Are you still asking, “Who ARE these people?!”



- Increased security and reduced time to market
- More freedom with platform and hardware independent terminal solutions
- Open, modern architecture that guarantees easy integration to 3rd party systems and games
- Being present everywhere there is a point of sale (POS)—BYOT (Bring your own Terminal) a term NLS brought to the market
- Facilitating a seamless retail lottery experience via the true NLS Omni-channel solution
- Growing lottery sales networks with lower cost and faster deployment time
- Establishing easy and secure connectivity through standard APIs (e.g. payment systems)

When NOVOMATIC completed the acquisition of Betware, the world's first state lottery internet solution provider, just two years ago, we already had plans to change the industry. In 2014 Betware became NOVOMATIC Lottery Solutions (NLS) and began to unleash a wave of disruptive as well as sustaining innovations to invigorate the lottery technology market.

Fortified with a team made up of experienced lottery professionals and pure technology experts, backed by a highly successful gaming parent company, the NLS team immediately got to work to bring lottery operators new options in future-ready solutions. In retail, we targeted the need for:

The first step in resolving any problem is knowing what the problem is. Knowing of the technology roadblocks that have limited lottery evolution propelled NLS problem-solving solution development. NLS has delivered a whole new approach, involving both disruptive and sustaining technologies. Ours is not a monolith, constantly redeveloped and modified, our system is new from the ground up, using modern, up to date technologies as well as modern, up to date processes.

We are succeeding in meeting our targets and bringing new choices to our lottery partners. Case in point, on April 1, 2016 the first phase of the technologically advanced NLS lottery system went online for the Spanish Loteria de Catalunya. The Catalunya system uses our cutting-edge Omni-Channel solution that includes internet and mobile access to connect the lottery's entire retail estate, employing the most modern point of sales devices and telecommunications infrastructure.

We have developed NLS POS Embedded, a hardware-independent, sophisticated application that allows lotteries to expand their sales network and be present where players shop. The new NLS Instant Ticket Vending Machine (ITVM) offers advanced features and benefits never seen before in self-service gaming. Our Omni Channel solution uses APIs to be completely open to 3rd party content.

But does the successful development of these essential, technologically advanced solution features change the lottery paradigm? Yes.

- Lottery is no longer tied to a specific retail terminal. Each lottery operator can choose the perfect hardware/terminal for every shop size, tablets for smaller shops with less revenue, a sophisticated, full-featured lottery terminal for a high-street shop, a sophisticated ITVM for additional consumer behavior tracking at a Big Box store.



Regardless of the hardware which is used on the POS, software updates can be easily implemented across all devices with the press of one button.

- New market penetration to reach consumers who are not yet players by putting lottery at the check out cash register, not by adding yet another cluttering terminal but, by embedding lottery software that runs seamlessly on retailers' existing store systems.
- The under 30 consumer demographic group relates to the full touchscreen interface and sleek design of the NLS ITVM that mimics the functionality of our smartphones and tablets. Adding personalization, gamification and omni-channel leads the ITVM makes the experience entertaining and memorable rather than mechanical.
- We now have true omni channel system: 24/7 access, (a technology term which simply means being consumer connected—constantly), seamless integration, 3rd party content from any game vendor present or future, and release from proprietary software platforms with custom solutions from standard components that allow fast, inexpensive, safe and secure implementations.

Among its many features, the NLS IVTM has:

- Full control and monitoring of the ITVM, remotely from NLS central system
- Underage gaming prevention controls with advanced responsible gaming options
- Prize check instant and lottery tickets capabilities
- Player card reader
- Variety of payment options (coins, banknotes/bills, cards, e-wallet)
- Support for nstant tickets from all manufacturers as well as traditional lottery games, probability games, and video games
- Simple-to-use user interface provides easy screen navigation
- High quality HD graphics enhances gaming experience and attracts players

NLS has encouraged lottery operators to Expect Better. We also suggested that as an industry we must begin to Expect More, in terms of new technologies and consumer connectivity. We have, and will continue to, deliver the better solutions, while we simultaneously develop the “even more” advanced business options.

Here's a sample of what we mean.

In a recent article in *Inc.* magazine entitled “*The Future of Self-Service: Forget the "help yourself" model. A new breed of self-service technologies aim to "help me help you."*” by Howard Tullman, CEO of 1871, Tullman explains that “it's critical to understand the ever-changing boundaries of the typical consumer's acceptance of these increasingly intelligent automated (service) interactions. These services are being driven by the adoption of new in-store technologies and play into customers' increased mobility and connectivity. They also incorporate the staggering amounts of real-time data that devices can now provide to interested and tech-savvy merchants.

## A FUTURE-READY SOLUTION FOR THE LOTTERY MUST BE:



### HERE ARE JUST FIVE EXAMPLES OF WHAT YOU CAN EXPECT TO SEE IN RETAIL ALONE:

1. In-store displays that send texts and/or talk to you as you pass by them
2. Systems that track what you've purchased—and suggest what you may have forgotten
3. Dressing rooms that read RFID tags on your selections and suggest alternative choices
4. Phone apps that make cosmetic recommendations based on analyzing your selfie
5. Systems that project digitized versions of clothing or other products onto your body

The above five examples are but droplets in the ocean of digital change that floods us daily. Being ahead of this kind of thinking, offering a second free scratch ticket as you walk past the pasta sauce at the market, showing an image of the real you on a yacht when the jackpot is climbing may be wild imaginings now, but what about these options two years from now? Perhaps, because as our tag line says, “Be limited only by imagination, not by technology!” Expect MORE.

It is with great pride and excitement that we invite you to come and see the products of our Expect Better strategy and meet the new team of experienced gaming experts at our WLS booth in Singapore, November 6-9, 2016 ([www.wls2016.org](http://www.wls2016.org)). We'll have a live demonstration of our new iconic ITVM self-service terminal along with the fun and enjoyment that has become synonymous with NOVOMATIC Lottery Solutions. ■

