



Bill Breslo, Vice President,  
Diamond Game

## Industry Innovation, Meet Major Consumer and Retailing Trends

Self-service and consumer convenience are among the most powerful consumer trends. Consumers and retailers both love it. And the days of sales clerks “upselling” lottery tickets ended long ago. Thus, it is much better that lottery’s face to the customer be an exciting video vending machine that gets attention, makes it easy for the player to understand how to play, and delivers an engaging playing experience that is compelling to new players. That’s the value proposition of Diamond Game.

Incorporating video and engaging play style has another huge benefit to lottery. It makes lottery products compelling to tens of thousands of retailers that Lottery has not, or not fully, penetrated. Bars, bingo halls, veteran halls, and other age-restricted entertainment venues and social environments represent the most significant opportunity for Lotteries to increase sales. The sales growth is predictable and immediate. And perhaps best of all—it is the most responsible way to grow sales. Why? Because it reaches new consumer groups—players who are not a part of the core group that buys at convenience stores. Lottery’s goal for responsible gaming is to grow by reaching new players, not simply generating more revenue off the same player base. That is exactly the mission of Diamond Game: Create entertaining self-serve play-stations that open up new channels of distribution and bring in new players to enjoy a lottery experience.



## Diamond Game Launches the NexPlay™ Product Suite at the NASPL 2016 Conference

Leading the next wave of self-service player terminals, Diamond Game unveiled NexPlay™, a new suite of products that combines all the benefits of traditional self-service sales and ticket checking with a modernized and more engaging interactive video display. Two new products in the suite were shown: the NexPlay™ self-service terminal (“SST”) and the NexPlay™ enhanced ticket checker. The product

suite connects to Diamond Game’s robust central system that facilitates many new, innovative features, as well as providing the features lotteries require from their central system providers.

The NexPlay™ SST, via two large HD monitors, offers both draw and instant game sales, animated ticket checking, multi-game functionality, downloadable content, cashless payment options, age verification, and other robust responsible gaming features. And, of course, the NexPlay™ SST offers players the same engaging display of ticket results as Diamond Game’s popular LT-3 machines, which are currently deployed through contracts with the Maryland, Michigan, Missouri, Ontario, and Quebec Lotteries.

The NexPlay™ ticket checker provides lotteries with the next step in player activated ticket checking of instant and draw game tickets. The checker provides beautiful animated graphics on a large, touchscreen HD monitor which can be mounted on a wall, table, or pedestal. The checker’s video monitor, with download capabilities and an internet connection, also doubles as a dynamic in-store marketing tool.

“We’ve listened to the industry and allocated significant R&D resources over the past 18 months to deliver NexPlay™. The response to this suite of products at NASPL was terrific. We are eager to develop deployment plans in conjunction with several lotteries in the near future,” said Bill Breslo, Vice President of Diamond Game. ■