

LOTTERY EVOLUTION DRIVES PRODUCTS FEATURED AT ICE

As the public gaming industry evolves to incorporate a variety of gaming across multiple channels, the 2014 edition of ICE Totally Gaming is providing an ideal venue for lotteries to explore the latest technology, services and features offered across the gaming spectrum. The show, scheduled for Feb. 4-6 in London, UK, is arguably the largest and most comprehensive trade event in the industry. What's novel to lotteries today at ICE will be considered essential tools in their programs over the coming months and years.

With the industry in transition, GTECH recognizes that the sustainability of lottery programs and the development of new and untapped player bases are paramount. While traditional lottery products continue to be the biggest revenue drivers, and by far the biggest profit drivers, operators are also moving into new video lottery products, interactive products, and digital channels of distribution.

“At this year’s ICE show, we’re excited to unveil new technology that taps into these needs,” said Victor Duarte, GTECH Senior Vice President Gaming and Content. “Our ICE line-up includes compelling new games and INTELLIGEN™ system solutions that are designed to improve the sustainability and success of our lottery customers’ programs.”

Some lottery customers are seeing an explosive trend of mobile usage for gaming. Research has shown that different types of players play on a PC versus those using mobile/tablets, and operators need to see those players all across three channels – retail, PC and mobile. At ICE, lotteries will be looking at specialized solutions that can deliver this functionality. Visitors will see accelerated development of mobile games at this year’s show, with launches of games across all channels and devices, such as gaming machines, desktop, tablet and mobile. Specialized geolocation solutions will be in demand – for

provides a single view of the player, across all gaming channels and touch points. Player loyalty and/or player cards can be a key part of this offering. Advanced analytics can also enhance Responsible Gaming features, where players can be provided with the information they need to make informed decisions.

“GTECH’s Player Account Management has been designed to meet these needs. Its platform is fully scalable, and its open architecture connects all systems and pulls all player, reward, and financial activity together in one place,” said Matteo Monteverdi, GTECH Senior Vice President, iGaming. “It can even integrate third-party offerings or required regulatory systems, allowing full control. This means operators can focus on their players – not their technology.”

Finally, this market-driven trend toward expansion and diversification of product offerings is requiring gaming operators to adapt and change the way they are structured to meet the needs of the player. The move toward cloud computing and provision of Software as a Service (SaaS) are part of that trend. Lotteries are seeking a simple plug-and-play approach for integrating new content into existing platforms and for monitoring player trends and behaviors through robust reporting capabilities and player intelligence. This reduces the cost of gaming infrastructure and offers lotteries a quicker route to market for premium games, including proven third-party content. This approach can also offer revenue-enhancing features to the games, like free spins, jackpots, and bonuses.

2014 could be considered a year of firsts for ICE, as some lottery operators are attending the show with the aforementioned technology at the top of their minds for the first time. Meanwhile, GTECH will be at the show for the first time as a fully integrated, end-to-end company with concrete solutions to lottery customers’ most pressing needs across every gaming channel. As these groups convene at ICE 2014, it promises to be one of the most interesting gaming industry shows to date.



Visitors to ICE 2014 in London will see an acceleration of mobile games development across multiple operating systems and devices. At the show, GTECH is demonstrating its expanding mobile portfolio with an emphasis on the cross-channel user experience.

To do this, operators are looking for a vast selection of compelling game content that offers a consistent player experience across land-based, PC, and mobile gaming. They want a single view of the player across all channels, the ability to cross-promote channels, and the ability to gather valuable information on player behavior and preferences across all gaming segments. Operators are also seeking technology that will help them expand their offering to players quickly and painlessly within their existing infrastructure.

instance, one for tethered IP, as opposed to mobile IP. Even Social Media is being categorized as its own gaming channel, since it requires specialized skill sets and is evolving so rapidly.

Platform development is another area at ICE where visitors will see an evolution in technology. Five years ago, an operator might have had multiple platforms that each supported different types of gaming – one for lottery and one for another type. Today, operators need a one-stop integrated CRM platform that

