

# Growth Drivers on Display

Changing the game at NASPL and WLS

IGT is inviting lottery customers to interact with its team of Game Changers at the NASPL and WLS tradeshows. Through product demonstrations and interactive presentations, IGT seeks input on the next generation of lottery technology and content.



At NASPL 2016, IGT's team of Insight Shapers demonstrated the industry's only suite of synchronized products that leverage consistent insights and analytics across all lottery stakeholders to drive sales. The team showed how powerful business intelligence and salesforce automation tools deliver proven, actionable content based on IGT's unrivaled experience managing lotteries, retailer networks, and lottery sales forces in multiple jurisdictions worldwide. Jim Humphrey demonstrated how Aurora™ Performance Intel uses state-of-the-art analytics to help lottery management turn mountains of data into insights that grow revenues and profits. Kasia Cahill and Adam Perlow showed how Aurora Retailer Wizard and Aurora OnePlace provide Lottery Sales Representatives and their retailers with the real-time data they need to efficiently manage and successfully grow their businesses.

Beyond back-office solutions, IGT's team of Content Creators showcased the latest in gaming content. New sensory experiences enveloped visitors, as Tom Napolitano and members of the IGT's Game Studio introduced a beta version of Astro Cash. NASPL attendees were a part of the virtual reality action as they blasted three-dimensional alien spaceships and meteors in the immersiveness of outer



Experiencing IGT's Virtual Reality



Toying with Eye Tracking technology

space. Amy Morin demonstrated Paymax's augmented reality Gold Castle game that transformed from a typical scratch game sold at a traditional retailer into a 3D interactive experience that burst out of a player's phone or tablet. More than 50 NASPL attendees played the Dragon Hunt augmented reality game that allowed players to chase and capture dragons around the tradeshow floor. The winner went home with a new iPad mini for capturing the most dragons at the event.



Turning insights into actions with IGT's Business Intelligence

*Want to experience these game-changing modernizations yourself? Visit IGT's booth at the World Lottery Summit in Singapore November 6-9 to experience the next generation of retail growth enablers and gaming content.*

