

Changing the Game at NASPL 2016



IGT invites you to meet its team of Game Changers who are reshaping the lottery industry at the NASPL's 2016 Business Development and Product Innovations Conference. This year the technology will come alive as we showcase the inspirations and insights of the imaginative minds that are

ushering in the next generation of lottery products.

A new sensory experience will amaze visitors as Tom Napolitano and members of IGT's Game Studio introduce Astro Cash. Players will be a part of the virtual reality action as they immerse themselves in outer space and blast three-dimensional alien spaceships and meteors. IGT's Content Creators will also showcase Medieval Money and Monkey Drop, two of our most exciting games. All of the Instant Win games in the IGT portfolio are available on mobile and desktop and configurable to an array of price points. In addition, they can be used as part of a second chance program to win entries instead of cash prizes. Also on display will be Ringit, the platform eGaming Review named "Best Product Innovation" and called "The Best Thing Since Beer" by Next Impulse Sports. Ringit's real-time gameplay lets players win cash for their sports knowledge. Fans predict what will happen next, in real time, as they watch live broadcasts. Ringit is currently embedded in IGT/Lottomatica's mobile platform in Italy and is offered as a stand-alone iOS/Android app in the U.S. for the NFL season.



Lottery games will enter a new dimension as Amy Morin demonstrates our newest captivating instant experiences. Using augmented reality, Paymax's Gold Castle transforms from a typical scratch game sold at a traditional retailer into a 3D interactive experience that bursts out of a player's phone or tablet. A complete line of augmented reality games featuring basketball, soccer, and holiday games is ready to be experienced. In addition to featuring top performers such as Wheel of Fortune® and Caesars®, IGT will also unveil new properties that are sure to attract younger players.

IGT's team of Insight Shapers will demonstrate how the suite of business intelligence tools creates actionable insights that empowers quicker, more effective decision-making. Jim Humphrey will demonstrate how Aurora™ Performance Intel uses state-of-the-art analytics to turn mountains of data into "aha" moments. Kasia Cahill and Adam Perlow will show how Aurora Retailer Wizard and Aurora OnePlace provide Lottery Representatives and their retailers with the real-time data they need to efficiently manage and successfully grow their businesses. Jennifer Seymour



IGT's NASPL 2015 Booth in Dallas.

will present Aurora's diverse suite of back-office applications that allow lotteries to transform, manage, and grow their businesses.

Francesco Parola and our Product Development Team, the visionaries behind FutureGame, IGT's eight-step game development and testing framework, will introduce four new games. To thoroughly understand player needs and emotions, the FutureGame process began with a series of insights and trend diagnostics and ended with a complex methodology of consumer and retailer research. From brainstorming to testing, the FutureGame team refined the process to bring only the best game concepts to lottery customers. Come and see the games that have earned the FutureGame seal of approval and hear about the next series of games currently in development.

IGT will once again showcase a number of futuristic experiences that elevate player interaction. We welcome your feedback on the next generation of lottery products.

Are you game? Visit IGT's Game Changers in Atlanta and explore how we're reshaping the lottery business. Be sure to follow the action on IGT's Facebook, Twitter, and LinkedIn feeds and use #IGTgamechangers to become part of the conversation.

