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PRO-LITE SALES MANAGER, LOTTERY DIVISION

“B for Billion” Put Florida Lottery in Ready Mode for Record Breaking Powerball Jackpot

Recent game matrix (algorithm changes) and the resultant jackpot climb whet player appetite for the first billion-dollar prize. Imaginations were fueled, even as players from coast to coast struggled to grasp the enormity of a billion-dollar payout.

All the while, Pro-Lite, an electronic sign supplier known for reliable jackpot display, worked quietly to develop a means to denote the inevitable record breaking prize.

Since debut of the Billion Dollar (BD) feature at NASPL 2014, Pro-Lite has been in discussion with lottery executives and central system providers about its incorporation into future jackpot sign orders. In late 2014, the Florida Lottery began a Jackpot signage pilot program with 1,693 window and 319 countertop signs, all with the BD feature. Lottery Secretary Tom Delacenserie is gratified to have incorporated the innovative feature. When contacted by Pro-Lite for comment on January 11, Delacenserie stated: “I love the way the pulsing and attention drawing “B” differentiates the billion-dollar jackpot.

Pro-Lite also delivered countertop signs with the BD feature to a second client. While conversion to a new central system has prevented its use thus far, Lottery management looks forward to implementing it in the near future.



Day of Drawing feature on Minnesota’s Snap Frame™ window sign

- Constant display or can activate on actual drawing day only
- Optional animation effects: standard flash, Vegas flash, chasing and color changing modes
- Highly visible from 275’

The BD feature isn't the only Pro-Lite innovation to change the way jackpot games are being promoted:

Last summer, Pro-Lite's exclusive Day of Drawing (DOD) feature made its debut in Minnesota Lottery retail outlets. The lottery contracted with Pro-Lite for a trial order of 6-jackpot window signs (complete with DOD feature to signal the drawing days of PowerBall and MegaMillions), and double jackpot countertop signs. A supplemental order for both sign types was received last June, from IGT, as part of their central system contact. The reorder resulted from the Lottery's satisfaction with Pro-Lite signs, following a trial including competitive product.

The inspiration behind DOD: It's no secret that ticket sales rise dramatically on the day of the drawing. For example, from June 1 through December 31, 2012 New Jersey Lottery's PowerBall and MegaMillions ticket sales surged an average of 336% on the DOD versus non-drawing days; on non-drawing days, ticket sales averaged \$340,823, versus an average of \$1,143,848 on the DOD.

As the most dramatic examples in the six-month period, Powerball sales rose 707%, on the DOD, (November 24, 2012,) and MegaMillions sales rose 505% on the DOD, (September 4, 2012). Comparatively, ticket sales increased an average of 176% on the day before the drawing.

Via the central system, Pro-Lite's exclusive DOD feature enables the Lottery to signal the last chance to play, at will, and within space already allotted for jackpot display. Everyone's a winner with DOD.

About Pro-Lite: Pro-Lite Inc. introduced LED technology to the U.S. in 1981. The firm now delivers to more than 1,000,000 customers and end-users worldwide, supplying Walmart, Costco and other top names. Pro-Lite has also supplied the United States Air Force, Navy and United States Postal Service.

Pro-Lite introduced updatable jackpot signage to North America in 2000. Upwards of 100,000 LED signs have been supplied to more than 30 North American, Caribbean and Central American lotteries. Pro-Lite has the distinction of having equipped the largest jackpot sign program in the United States. New York Lottery was provided 42,500 signs from 2009-2012, which included wirelessly updated dual jackpot, New York lottery logo and game logo signs.

Since 2013, Pro-Lite has supported numerous lottery projects in the US, Canadian, Central American and European markets,



Billion Dollar feature on Florida's Snap Frame™ window sign

delivering LED signage to: Connecticut, Delaware, Florida, Hoosier, Kansas, Kentucky, Massachusetts, Minnesota, Missouri, North Carolina, Ohio, North Dakota, South Dakota, Washington, British Columbia, Ontario, LOTELHSA, Honduras, and Italy. Through these projects, Pro-Lite has cooperated with IGT, INTRALOT, SCIENTIFIC GAMES and CANADIAN BANKNOTE to integrate its updatable jackpot signs seamlessly with lottery central systems around the globe. ■

Pro-Lite's product line includes:

- Jackpot signs for window, wall, countertop and pole display
- Modular window jackpot signs (Modulex™)
- Van top jackpot signs
- Floor and counter mat jackpot signs (MatTronic™)
- Scrolling message signs with or without jackpot display
- Logo signs, wall, window and pole mounted