



JACKPOT SIGN with SCROLLING MESSAGE

Boosts Communication to Missouri Lottery Players



- High Brightness, High Visibility LED
- Single or Double Scrolling Message Line
- Up to 20 Characters at a Time
- Equipped with “B” to Denote Billion Dollar Jackpots
- Special Effects & Preprogrammed Graphics

When the **Missouri Lottery** issued their most recent central system RFP, a hybrid jackpot/electronic messaging sign was among the list of contract items. Years earlier, custom manufacturer and innovator, Pro-Lite, had designed a scrolling Emergency Alert System feature, as covered in Public Gaming Magazine, November 2013. Accordingly, Pro-Lite was uniquely positioned to swiftly supply working prototypes to the three central system bidders, meeting the specifications.

Following a contract award for 5,045 units in the first quarter of 2015, Pro-Lite worked with successful central system supplier, IGT, to integrate the custom signage. Pro-Lite has also manufac-

tured window jackpot signs and multiple LED logo signs for the Missouri Lottery.

About Pro-Lite: In 1981, Pro-Lite Inc. introduced LED technology to the U.S. and is a leading manufacturer of consumer electronic goods, delivering to more than 1,000,000 customers and end-users worldwide. Over 100,000 LED signs have been made for more North American, Caribbean, Central American and European lotteries. Pro-Lite has cooperated with IGT, INTRALOT, SCIENTIFIC GAMES and CANADIAN BANKNOTE to integrate its updatable jackpot signs seamlessly with the lottery online system. ■

Pro-lite's new player transaction and jackpot display signs are great and fit well in a variety of retailer locations. They are attention-getting and have been well-received. Sometimes you can actually see them from the street. Jackpot and transaction communication to our players has improved tremendously with the addition of these units.

– May Scheve Reardon,
Missouri Lottery
Executive Director

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that really works is that we have to be more willing to invest. For example, in Ontario we pay for back wall advertising. Cigarettes used to occupy the space behind the cash register which are now points of advertising for us. We were reluctant to pay for that space but have found that it really is paying off for us by giving us visibility right at the point of sale where you absolutely want to capture their attention.

The retailers want the sales reps to be equipped to tell them what games are performing best and how to configure the POS to display the games in the best ways possible.

—Adam Perlow

Tom Delacenserie: You're exactly right. It may be worth investing our own money to produce the desired results of increased net funds for good causes. We invested in jackpot signage for lotto, Powerball, Mega Millions, and found that they produced a 5% sales increase which is huge.

Adam Perlow: You have already pointed out the importance of sales rep's in the whole relationship-building process. I would submit that they need to be given the tools they need to be effectively helpful to the retailers. The retailers want the sales reps to be equipped to tell them what games are performing best and how to configure the POS to display the games in the best ways possible. The sales rep's need detailed information about how the games perform in order to educate the retailer on how to optimize that performance. That's the value of Hudson Alley OnePlace force automation software.

John Pittman: We are focusing on the in-store component to merchandising. But as Tom pointed out, we should also be thinking of the entire customer journey as being an integrated process. Mobile apps and messaging, signage and advertising, and all other consumer touch-points, along with in-store merchandising, should be factored into the whole retail optimization strategy. When it comes to doing this, along with integrating digital technology into the mix, the answers are simple but execution is not always so simple.

Tom Shaheen: We don't need to worry about getting the 22 year-olds to play right now, but we do need to make sure that they're going to play when they're 35. To accomplish this we need to remain focus on taking lottery to where the consumers are as opposed to hoping they will come to where lottery is currently available. We also need to ensure that experience is fast and convenient. Lotteries are doing a fabulous job at getting there despite all the political constraints. ■