



# EMPOWER

## Scientific Games' EMPOWER<sup>SM</sup> 2016 Customer Conference Draws 750 and Showcases Customer-Driven Innovation for Lotteries

Scientific Games recently hosted its EMPOWER 2016 customer conference at Planet Hollywood Las Vegas Resort & Casino, drawing more than 750 attendees, including a host of lotteries from across the globe.

The only private, global conference of its kind in the lottery and gaming industry, EMPOWER 2016 truly underscored the convergence taking place—and the fact that much of the convergence is driven by consumers who are more connected than ever and seeking gaming entertainment experiences through lottery, interactive, social and traditional casino games.

The three-day event in the company's headquarter city of Las Vegas showcased the industry's broadest portfolio of lottery, gaming, and interactive solutions, with a focus on game content and technology solutions that help lottery organizations and casino operators drive revenue, improve operating efficiencies and increase player engagement.

Scientific Games product brands Bally®, Barcrest™, Scientific Games®, Shuffle Master™ and WMS® were represented, spanning a wide range of products and technology platforms across the company's gaming, lottery and interactive business lines.

*"It was very exciting to be a part of the first EMPOWER conference with customers from all three of our business divisions," said Jim Kennedy, Group Chief Executive, Lottery for Scientific Games. "Our customers were truly wowed when they experienced the full Scientific Games on display, it was high energy synergy."*

Kennedy said that the feedback he consistently received from customers during the event was that Scientific Games is a big force in shaping the industry.

*"This year's EMPOWER marked the first time we brought customers together from all of the gaming channels we serve," said Laura Olson-Reyes, Executive Director of Corporate and Community Relations for Scientific Games. "Because it was a private, invitation-only event, we had very unique, focused opportunities to listen to our customers share their successes and challenges, give them hands-on demonstrations of our newest products, and get their immediate feedback. We are shaping our innovation in direct partnership with our customers."*

Lottery products on display at EMPOWER included the award-winning PlayCentral® HD self-service retail technology—an interactive self-service kiosk for lottery instant, draw and high-



**From Left to Right:**  
 Steve Beason (CTO, Scientific Games) and Steve Wozniak (Co-founder of Apple Computer).  
 Gavin Isaacs (CEO Scientific Games).  
 Conference crowd scene.  
 Scientific Games Lottery, Gaming and Interactive CTO forum.

frequency draw games like Keno (where permitted by law)—that puts the player in command of the games and information they want to access. PlayCentral HD accepts cash, coin, credit and debit card, and features near-field communication and account-based mobile wallet payment options.

Scientific Games also showcased PlayCentral EX, an end-to-end sports wagering platform featuring unlimited sports, events and markets in real-time for both pre-game and in-play wagering.

The EMPOWER conference evolved from the Bally Systems Users Conference, which was held for 11 years at various casino resorts across the U.S., most recently at Mohegan Sun in Connecticut and Pechanga Resort & Casino in California. Following the 2014 merger of Scientific Games and Bally Technologies, Scientific Games expanded the conference to include gaming, lottery and interactive content and customers.

Gavin Isaacs, President and Chief Executive Officer for Scientific Games, welcomed attendees with an update on the company and the industry, and shared the importance of embracing disruptive technologies in partnership with regulators to keep the industry strong. Isaacs also discussed why keeping up-to-date with the latest technologies is so critical for lotteries and casino operators to capitalize on the many new ways to engage players through mobile, big data, business intelligence and player insights.

Scientific Games Enterprise Chief Technology Officer, Steve Beason, led a CTO Forum with the company’s chief technologists across gaming, lottery and interactive, discussing the future related to convergence, disruption and Scientific Games’ commitment to customer and player-driven innovation.

A conference highlight was keynote speaker Steve Wozniak, Apple Computer co-founder and philanthropist, who helped shape the global computer industry with his design of Apple’s first

line of products and influenced the popular Macintosh. Wozniak spoke to EMPOWER attendees for nearly two hours about his history with Apple, his thoughts about the importance of innovation and disruptive technologies, and his current role as Chief Scientist at Fusion-io.

EMPOWER 2016 provided lotteries and casino operators with world-class professional development, hands-on product demonstrations, fast-paced workshops, direct access to Scientific Games’ product experts and invaluable networking events.

Attendees chose from more than 40 interactive breakout sessions and how-to workshops, featuring Improving Player Loyalty, Capitalizing on Crossover Brands, Meaningful Innovation Driven by Player Insights, Mobile, Marketing, Big Data, The 360-Degree Customer, Slot Floor of the Future and Emerging Technology.

The more than 750 EMPOWER attendees were customers from 190 casinos and lotteries in eight different countries, and included sponsor partners, media and Scientific Games representatives.

Customers were focused on new innovations, thought leadership and synergies coming from the combined Scientific Games that could help drive revenues and net profits, and empower their business now and in the future. ■



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