

# PGRI PUBLIC GAMING

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I N T E R N A T I O N A L

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**WORKING  
TOGETHER TO  
BUILD A SUSTAINABLE  
FUTURE FOR LOTTERY  
AND GOOD CAUSES**



**PGRI**  
**LOTTERY EXPO**  
2 0 2 0

October 13-15 in Nashville  
Co-hosted by the Tennessee Lottery

## Using technology to reinvent Retailer Solutions

### A new era

The design and development of successful lottery and betting solutions able to deliver impeccable services in today's diverse retail environment is of critical importance to Lotteries. As the retail landscape continues to evolve around omnichannel customer requirements and online offerings, the traditional brick and mortar lottery retailers expect, more than ever, to be provided with superior Retailer Solutions, enabling them to maximize sales and deliver outstanding services with speed, efficiency and high convenience. Moreover, they expect these Retailer Solutions to incorporate the latest technology trends both in hardware and software, so they can improve efficiency, streamline their business functions, lower operating costs and overhead and boost revenue generation from every venue.

INTRALOT's family of Retailer Lottery Solutions is advancing the industry by leveraging cutting edge technology, based on value engineering methodologies, cost efficiencies and, most importantly, advanced features that promote a benefit-centric approach across Lotteries, retailers and stakeholders. INTRALOT's Retailer Solutions offer engaging experiences and meet all kinds of Lottery business requirements regardless of retail venue type or size.

### Value Engineering and Cost Efficiencies

INTRALOT's Retailer Solutions substantially improve on traditional scanning functionality by using a patented camera technology that works simpler, reads faster and excels day-to-day operations. From the flagship Photon and PhotonX terminal solution series to the all-in-one Proton

series featuring the smallest footprint in the market, this built-in camera technology offers unparalleled reliability that no traditional scanner can ever match.

Requiring no camera cleaning, jamming or everyday wear and tear maintenance, INTRALOT's Retailer Solutions significantly lower stakeholders' operating costs during their lifespan, regardless of operation loads and environmental conditions. Statistics and field data have shown reductions of up to 57% in helpdesk calls, 60% in field visits and 69% in field replacements. On top of that, the built-in camera technology reads selection slips of any shape and color, which can transform them into valuable marketing flyers, offering unlimited opportunities to Lottery marketing departments.

Without compromising efficiency and productivity, INTRALOT's environmen-

tally friendly Retailer Solutions feature powerful platforms with low power consumption, based on a masterfully designed modular built that ensures flexibility throughout the entire lifespan of a retail installation. This modular design offers advanced capabilities and better access options in terms of installation, service and maintenance, as well as everyday use. In INTRALOT's latest Retailer Solutions, modules can be



easily swapped with minimal effort and no special tools, drastically reducing field service time, equipment and Lotteries overheads, while ensuring the least possible downtime to Retailers' business.

Lotteries can achieve even more savings through the special features included in INTRALOT's latest Retailer Solutions such as the built-in multimedia capabilities. Powerful processors effortlessly drive two external multimedia screens, offering full HD and 4K content display and delivering a complete digital signage experience, while saving the costs of additional, external media players at retail venues. INTRALOT's PhotonX, Photon, Proton and Genion series are ideally matched with INTRALOT's state-of-the-art digital signage content management and delivery platform.

All INTRALOT Retailer and Player touchpoints are ergonomically designed, offering effortless everyday use and maximum comfort. This makes them ideal for use in Lottery retail applications, from exclusive gaming stores to non-dedicated retail venues, such as supermarkets, groceries, restaurants and hospitality venues, as well as small businesses. The ideal size and footprint of each solution provides easy placement practically everywhere. The Proton series with its minimal footprint and all-in-one form factor with integrated printer, offers Lotteries even greater flexibility to expand their retail networks by transforming small areas, such as cashier lanes, into profit-generating points, expanding their customer base and further increasing their points of sale.

## Benefit-centric features

As Retailer and Player journeys evolve, Retailer Solutions will have to provide versatility and modularity, as well as easy adaptation and expansion, ensuring connectivity and interoperability within constantly changing retail environments. INTRALOT's Retailer Solutions feature a variety of connectivity ports and support both



wireline and wireless protocols so that Lotteries can expand their functionality, upgrade their performance and drive sustainable sales.

Security and integrity are of paramount importance to Lotteries. To meet that requirement, therefore INTRALOT's Retailer Solutions incorporate extensive hardware and software security features to protect end users from unauthorized access. A variety of add-on peripherals offer enhanced security and facilitate day-to-day operations. They vary from barcode readers that can scan any kind of barcode and QR code, to card readers that retrieve card holder/player encrypted information and i-buttons that allow for easy login and additional authorization, as well as fingerprint sensors that ensure retailer identification in the most secure way.

The Lottery industry has accorded high priority to establishing and

promoting Responsible Gaming principles. All INTRALOT's Retailer Solutions, incorporate responsible gaming policies and thereby effectively contribute to responsible play. From explicit spending control mechanisms and self-exclusion technics, to age verification over player profile data, personalized messages and specialized promoting videos, INTRALOT's connected systems and platforms across Retailer and Player touchpoints are set to safely minimize harm and advocate Responsible Gaming.

By utilizing technology to combine cost efficiencies and retailer-centric benefits, INTRALOT's Retailer Solutions provide seamless and engaging experiences to all stakeholders. Lotteries, Retailers and Players are empowered with breakthrough capabilities, services and innovations that offer unrivaled everyday usage and consistently deliver business growth.