intralot

A "gift box" for Big-Box retails

Lottery has been a staple in grocery stores, gas stations, and social establishments for decades. However, one market, perhaps the largest, has historically been largely impenetrable – Walmart Inc. In 2018, all that changed.

INTRALOT Booth, NASPL 2019 in Little Rock

Seeing an immense opportunity, Walmart Inc. approached U.S. lottery vendors with a proposition, the first of its kind. They requested a self-service vending terminal that would fit their corporate guidelines and height restrictions. As we in the lottery in-dustry know, it is the lotteries, and their state regulations, that dictate what machines go where, and when. Thus, it was up to the vendors to not only create a machine for Walmart but create a machine that would truly benefit our lotteries and their states.

At INTRALOT we are shaping the future of vending by introducing the first 54-inch (137cm) height self-service terminal with full draw game capabilities, and 25 bin in-stant scratch ticket capacity. It serves as a powerful advertisement and promotional

> **"As we look towards 2020, INTRALOT expects to see more states utilizing the Dreamtouch Smart in their Walmart locations, as well as other Big-Box retailers. We are excited to see how this terminal helps modernize the future of retail, and increase lottery returns to the states."**
>
> *Kylie Reagan, Marketing Manager, INTRALOT Inc.*

channel with its programable multimedia content and call-to-action messaging. This terminal allows lotteries to greatly expand their retailer networks.

It offers enhanced player satisfaction with its functionality, accessibility, and rich set of features. Its main characteristics include:

- 25 instant scratch ticket bins
- 32-inch (81.3cm) full high-definition touchscreen in landscape orientation
- Dedicated 10.1-inch (25.7cm) touchscreen monitor for retailers
- Multi-currency note acceptor
- Credit/debit card payment
- Playslip scanner
- Barcode reader
- High-speed thermal printer
- Separate locker components
- Faros light
- Easy accessibility

The additional number of scratch games offered by the Dreamtouch Smart, compared to any other vending terminal at similar height

offered in the market, is expected to generate an increase on average sales revenues.

The Dreamtouch Smart is ideal for hyper-markets, supercenters and grocery stores, as due to its compact size it gives customers greater visibility across the front end of supercenter stores and checkout areas. The Dreamtouch Smart represents the blend of different visions and needs from multiple parties, all merging into one seamless machine, designed to increase sales and enhance the player experience. Through months of development and fine-tuning, the Dreamtouch Smart is in the field in two states, with more on the horizon.

We are immensely lucky to have innovative and passionate customers, and both Idaho and Arkansas were the first to place Dreamtouch Smarts in the field.

Idaho Lottery

The Idaho Lottery introduced the Dreamtouch Smart in the market in September 2019. Currently, 24 Dreamtouch Smart ter-

INTRALOT Dreamtouch Smart, Idaho Lottery

minals have been placed in 15 Walmart locations. The games portfolio included in the game menu of the Idaho Lottery Dreamtouch Smart are:

- Nine Current Draw games
- 25 Scratch games with price points from $1 to $30
- 11 Current Instaplay games

Arkansas Lottery

The Arkansas Lottery introduced the Dreamtouch Smart in the Arkansas market during August 2019. Currently there are 68 Dreamtouch Smart terminals in 64 Walmart locations. The games portfolio included in the game menu of the Arkansas Lottery Dreamtouch Smart are:

- Six Draw games
- 25 Scratch games with price points from $1 to $20
- Three Fast Play games

INTRALOT's next-generation solutions at NASPL 2019

INTRALOT presented the Dreamtouch Smart at NASPL 2019 in Little Rock, Arkansas with resounding success. It was on show in Arkansas Lottery colors, with its current full game display.

Dreamtouch Smart, NASPL 2019 in Little Rock