



B-ON™

intralot

beyond expectations

INTRALOT's B-On™ is the first innovative gaming services platform enabling lottery, sports betting and entertainment games on digital distribution channels.

B-On™ is the realization of betting and entertainment convergence in the virtual community of connected PC and mobile users. Designed to exceed even the most demanding requirements, B-On™ is the fully integrated solution to the ever increasing and diverse technical and commercial needs of online Gaming Operators.



unleash the potential

▶ Revolutionize your Online Gaming Operations

Be On all Gaming Networks

B-On™ delivers rich game content and leverages the advantages of digital distribution technologies (Internet, mobile, interactive voice response, interactive TV and call centre), on a 24x7x365 basis. Game operators can launch their games over fixed and mobile interactive networks, on a short time frame.

Bet Online

B-On™ offers a wide range of games, covering -across the board- the entire gaming industry. B-On™ offers numerical games, fixed-odds sport betting games, scratch games and instant win games.

Be On the lead of GenerationX

B-On™ GenerationX games range from multiplayer peer-to-peer games, competition tournaments, table games to single-player instant win games. Multiplayer games are set up in virtual rooms where players join and play against their personal contacts or members of game fan clubs. B-On™ Gameboard leverages attractive features that combine skill, chance and betting exchange elements. A B-On™ game offers a wide range of rewarding options such as cash, bonus points, bonus games, gifts and other prizes.

Be On Gaming Communities

B-On™ "meta-game" features enable game operators to maximize player engagement and boost player loyalty. Examples of these features are support of player communities, in which members socialize by chatting or competing against each other, "friends and family", game fan clubs, game notifications and alerts.



anygame, anytime, anywhere

▶ Minimizing time-to-market and optimizing operations

innovative

B-On™ introduces a new world of online gaming innovation and unleashes the potential of Gaming Operators' infrastructures. B-On™ supports the entire range of business processes required for the successful management and easy introduction of new gaming products. Feature-rich applications and entertaining content are only the basics for this impressive, ground-breaking platform. Designed on open standards, it is flexible, expandable and scalable so that 3rd party games can be easily incorporated.

secure

One of the platform's key characteristics is its strong security framework. The advanced security mechanisms guarantee the inviolability, integrity and incorruptibility of the system's hardware, application software and stored data.

responsible

B-On™ supports responsible gaming through operator business rules and player-defined limits to control frequency of playing and availability of funds. It also provides critical data, enabling players to make informed decisions regarding their gaming activities.

always on!

B-On™ architecture relies on proven technologies, enabling Gaming Operators to offer a truly "always on" online service.

features at a glance

new revenue streams

Operators can promote services usage and expand customer base by introducing new rich content games that combine betting, chance and skills. Operators are also able to offer a wide range of value added services including ticketing, bill payment, opinion voting and loyalty programs.

multi-hosting & branding

A centralized B-On™ installation can concurrently support different brands belonging to one or more organizations, each one offering selected services.

multi-channel distribution

B-On™ services are offered through multiple interactive digital channels (ITV, mobile phone, PDA, PC), leveraging the advantages of IP based technologies.

customer loyalty and campaign management

B-On™ enables player classification and data analysis. It supports campaign activities such as sending notification messages (SMS/e-mail) and rewarding players with bonus credits. Loyalty activities can be designed and implemented so as to reward loyal customers.

responsible gaming

Game operators can verify the validity of personal data and thus control underage player participation. They can also define business rules and limits affecting all type of payments, transactions and money transfers.

integration with 3rd party systems

B-On™'s open architecture enables easy integration with 3rd party systems:

- Central betting / Gaming systems
- Player repositories and CRM
- External age and address verification systems
- Bank and credit card payment systems

