MobileApp

Gaming on the go

intralot

MobileApp

INTRALOT MOBILE APP

A whole new experience in mobile gaming

MobileApp is the ultimate solution for gaming operators. It is a collection of cutting-edge components that complement each other, allowing operators to create comprehensive and engaging mobile gaming experiences for their customers.

MobileApp comprises of three core elements:

1. **Mobile native apps for iOS and Android:** Lottery, betting and game applications, offering a contemporary, captivating and full-featured experience to players.
2. **A campaign management platform:** A segmentation platform that enables operators to implement their business and marketing strategies according to their players' needs, through content-based push notifications.
3. **INTRALOT Canvas:** A specialized Content Management System developed specifically for gaming with advanced, context-aware, front-end capabilities.

INTRALOT MOBILE APP

A complete mobile entertainment solution

INTRALOT's native applications are fully aligned with the latest market trends and advancements. Our extensive knowledge and in-field research findings led us to develop native mobile lottery, betting and game applications that create a new online and mobile ecosystem of gaming.

These applications enrich operator gaming portfolios, strengthen player loyalty and appeal to new younger audiences. Our scope is to create engaging environments that elevate player expectations, excitement and satisfaction to a whole new level.

INTRALOT NATIVE APPLICATION

Excellence features

- Modern and engaging UI and UX
- Versatile Player Account and e-Wallet Management
- Centralized content management through INTRALOT Canvas
- Multi-level customization
- Two operation modes:
  - US Patent awarded companion app for QR code generation
  - Real-money app for online gaming
- Back-end platform-agnostic, integrated with INTRALOT platforms
- Responsible gaming support
- Multilingual support
- Detailed and comprehensive analytics (through Google Analytics)
- Advanced security through use of biometric identification
- Configurable geofencing
- Store finder
- Loyalty scheme support

MOBILE APP - LOTTERY

Lottery games on the move

The INTRALOT native Mobile Lottery application is the complete answer to improve the gameplay experience, increase player engagement and attract younger audiences. Innovative, patent-awarded, featuring an advanced and exciting back-end platform-agnostic user interface, the Mobile Lottery application enables operators to offer and monetize the complete lottery experience on mobile devices.

This, in turn, prompts players to participate in all games whenever they want, no matter where they are.

Features

- All lottery games in one app, including Single/Dual Matrix, Fast Draws, Spiel, Pick X, etc.
- On-screen, real-time draws
- Ticket checker to reveal winnings
- Electronic play slip preparation and online submission
- Alternative lottery number selections:
  - Assignment of favorite numbers and coupons
  - Random quick pick
  - Random quick pick by shaking the device
  - Based on weather data
  - Based on statistics
  - Manual entry
- Subscription play with prize or date triggers
- Push notifications for winnings/jackpots
- Past results/winnings
- Statistics, including Hot/Cold Numbers, Frequencies, Overdue, etc.
- Coupon QR code generator while in companion mode
- Cross-selling/promotions

MOBILE APP - BETTING

Betting on the sport from any spot

INTRALOT's extensive experience in the betting industry has led to the development of a comprehensive and easy-to-use native Mobile Betting application. Powered by a widget-based ecosystem, the application gives operators the flexibility to define the offers that best suit their local markets.

Its modern and intuitive interface promotes in-play and pre-game betting through engaging navigational styles, fresh coupon templates, visualized statistics and scoreboards, thus allowing players to become part of a gratifying betting experience.

Features

- Simple, modern, single-level, structured UI
- In-play and pre-match betting support
- Ticket checker to reveal winnings
- Quick in-play bet functionality
- Real-time odds update and display
- Full-featured betslip supporting singles, systems, multiples and bankers
- Live match tracker and live streaming
- Game results and statistics
- Back-end agnostic, already integrated with INTRALOT Orion
- Pool betting support
- Multiple odds presentation, including decimal, fractional, American etc.
- Customizable multi-step registration
- Bet history
- Betslip QR code generation while in companion mode
- Cross-selling/promotions
- Full cash-out suite
- Bet builder functionality

MOBILE APP - GAMES

The mobile side of gaming

The INTRALOT native Mobile Games application is the entry point to a world of endless possibilities in gaming. Through its exciting and engaging user interface, the application serves as a gaming warehouse that hosts a broad range of easily-discoverable titles that offer real-money and fun-play experiences to players.

Additionally, promotional activity is largely facilitated for operators.

Features

- Engaging game lobby
- Game categorization and search
- Automated categories, including Hot, Top, New, Most played, Promoted
- Intuitive navigation
- Promotional offerings
- Support of any HTML5 game client
- Pre-integrated with INTRALOT RGS (Remote Gaming Server)
- Real-money and fun-play game modes
- Support of a majority of interactive games such as Instant Win Games, Casino, Poker, Roulette and more

OPAL

Getting it right with the audience

Successful mobile product launches are largely based on digital marketing strategies which are created by operators to drive engagement and conversion. To help put digital marketing strategies into effect, INTRALOT's native mobile applications are pre-integrated with OPAL, an advanced Push Notification and Campaign Management System that enables operators to perform targeted rich push notification campaigns. OPAL also helps analyze and decode the respective outcome, in order to optimally re-approach the desired audience.

Features

- Rich push notifications
- Powerful and easy-to-use campaign composer
- Embedded data analytics engine
- Smart segmentation tools based on a variety of criteria:
  - Custom events
  - Application usage
  - Performed campaigns
  - Device info such as OS, type and carrier
- Targeted campaigns
- Re-targeting
- Location-based campaigns
- Reward campaigns
- Deep links
- Pre-defined and user-defined rich templates
- API for integration to third party CRM systems

INTRALOT CANVAS

The omni-channel driving force behind content

At the heart of MobileApp lies Canvas, a specialized Content Management System that drives dynamic content to native mobile applications and manages the responsive mobile web portal.

The platform's advanced front-end capabilities facilitate marketing strategy effectiveness and reduce the operator's effort to maintain a portal. Through centralized management and advanced content delivery control mechanisms, content changes can be executed faster than ever and with total autonomy, meaning that operators cease to rely on third parties for implementation.

Features

- Simple, elegant, functional, reliable and fully accessible.
- Is a single platform for multiple game verticals, allowing for centralized handling of lottery, betting, casino and other game offerings.
- Provides operators with the necessary tools - such as a segmentation engine, a built-in A/B testing tool and heat maps - for adapting content to their visitors' profiles or past behavior within the portal. This way each player receives a more personalized experience.
- Embeds appropriate analytics' tools like Google Analytics to measure the operator's portal effectiveness and to optimize conversion rates, thus minimizing sales costs.
- Is absolutely user-friendly. Canvas is not only targeted to programmers, but to a wider audience for content and game vertical management activities.
- Enables extensive content personalization and contextualization.

Contact us:
info@intralot.com
www.intralot.com