Presenting the intelligent future of gaming at WLS 2018

The digital transformation of the lottery industry is at the center of most discussions about the industry's future, and it necessitates intelligent, customer-centric innovation. INTRALOT, valued supplier to global lottery operators, is one of the companies at the forefront of this digital evolution, and they presented their new suite of products at the 2018 World Lottery Summit.

Dimitris Kakos, Group Lotteries & Digital Transformation Director for INTRALOT at WLS 2018 in Buenos Aires.

The future of gaming is **not just digital**, it is intelligent. INTRALOT has embarked on a holistic approach to lottery and betting solutions that reflects the tectonic shifts in the digital era, in terms of both consumer behavior and new technology trends for digital transformation. As the gaming business transforms from a purely retail-oriented to a digital-centric model, INTRALOT presented the **new INTRALOT Lottery Solution, based around the new Lotos X** platform, and the new **Sports Betting Solution, based around the new INTRALOT Orion betting platform**, at the 2018 World Lottery Summit in Buenos Aires. Both of these solutions focus on cross-channel infrastructure and quick go-to-market functionalities, along with a modern touchpoint philosophy and reduced costs of ownership.

As **Mr. Dimitris Kakos**, Group Lotteries & Digital Transformation Director, highlighted in his presentation at WLS 2018, INTRALOT has invested extensively in recent years in next-generation products designed to answer all the digital transformation questions for lotteries. Evolution is unstoppable and new technologies emerge all the time. The faster the growth of technology applications, the more challenging it becomes for companies to reach their customers with the most appropriate tools. The question for today, therefore, is: which technologies have the power to meet customers' needs?

Lotteries need to adopt new technologies in good time and deliver rich experiences to players, while embracing the keystone values of integrity, security and fiscal accountability, thereby moving away from the linear business model towards an intelligent platform model. Operators in the gaming market are seeking technology innovations to define a new gaming era that will offer players seamless and personalized experiences. These goals require modern IT architectures, open **APIs**, and **big data** utilization to take center stage in the new lottery ecosystem and adopt an **agile methodology** approach.

Taking into consideration customer experience as a primary goal, and through an innovative modular architecture, INTRALOT offers a holistic, true omni-channel player experience with its new lottery platform, **Lotos X**, the most parametrical games and draw management platform in the lottery industry.

Lotos X empowers lottery operators to design, configure, and implement their entire gaming offering, while minimizing cost, training needs and time-to-market. It incorporates future-proof, state-of-the-art technology, allowing games to be served through multiple touchpoints, and it utilizes the latest advances in cashless and in-lane technologies, self-service and vending terminals, and mobile devices. Placing the player at the center, **Lotos X** is here to offer an entertain-

ing and emotionally rich interaction, fulfilling all the end-user's needs.

On the sports betting front, INTRALOT presented **INTRALOT Orion**, its next-generation, feature-rich and versatile sports betting platform. **INTRALOT Orion** sits at the heart of a **holistic Sports Betting Solution** that incorporates managed trading services and a wide portfolio of terminals, both for the player and for the retailer, tailored to the needs of each sports betting operation. The platform serves the entire player journey across channels with a rich set of betting features, while enabling parameter definition of sports betting content and differentiated risk management on a per-channel basis. The INTRALOT sports betting platform was built as an open system to easily integrate with both third-party software and the lottery platform, to provide cross-selling opportunities and economies of scale to state lotteries in the United States.

INTRALOT Orion and **Lotos X** can optionally be enhanced with CMS marketing tools and PAM platforms, which carry the latest security and transparency features, KYC and geo-fencing, and payment provider-integration capabilities.

During WLS 2018, INTRALOT also presented its latest advances in terminal technology, with unique camera features and cashless payment capabilities. Among these were Photon, the industry's leading lottery terminal and the first full-size retailer terminal to successfully utilize image scanning technology for reading play slips and barcodes of any kind, and Proton, the next-generation all-in-one lottery terminal for limited-space applications, forming part of a full retail POS ecosystem for C-stores and sports betting parlors.

In vending and self-service terminals, INTRALOT presented the **DREAMTOUCH**

Lite X, an innovative gaming kiosk designed to create a compelling user experience. Its 32" full HD inclined touchscreen in portrait orientation redefines the player experience, resembling a personalized gaming experience that is usually only provided via handheld mobile devices. DREAMTOUCH Lite X hosts the innovative Tapn'Bet concept of prefilled betting slips, making gaming easy and fun for any player.

Finally, in the **Systems** area, INTRALOT specialists offered insights and experiences around a player-centric approach to products like INTRALOT Player Pulse, the CRM that creates loyal relationships with players for increased lifetime value through a set of unique features. INTRALOT Retailer Pulse is the next-generation retailer relationship management system offering 360°-control in managing all retailers' operational aspects, increasing their commitment and optimizing their performance.

At the World Lottery Summit 2018 in Buenos Aires, INTRALOT presented their new INTRALOT Lottery Solution, based around the Lotos X platform and a new Sports Betting Solution, based around the new INTRALOT Orion betting platform.