Scientific Games’ interactive platform – the future of gaming

The power of the platform
Building upon more than a decade of interactive experience serving lotteries worldwide, Scientific Games now offers Sciplay™, our powerful series of highly secure interactive lottery and gaming products.

The Sciplay platform allows your players to experience the power of interactive gaming anytime, anywhere*. This scalable, flexible platform is built on open architecture with best-in-class ease of integration. Players can access Sciplay or third-party gaming content and products.

The Sciplay product range features two main components:

- **Sciplay.Director™ – back office toolset**
  A centralized administrative back office toolset configures and controls the various components of the platform, including product verticals, managed services and sales.

- **Sciplay.Logic™ – player and product hub**
  All of the essential functionality for internet-based loyalty and rewards programs, player account management, responsible gaming, e-commerce, wagering and more.

Play anytime, anywhere
Most players want access to their favorite lottery games while on the go. Sciplay.Logic’s fully integrated transaction processing and connectivity enables them to interact with your lottery’s games from home computers, laptops, tablets and mobile devices from anywhere within the jurisdiction.

Sciplay has many advanced features:

- The ability to manage thousands of transactions per second, while offering flexible interfaces to third-party lottery and content solutions.

- High-performance logging services that enable easy monitoring, query, transaction and event reporting.

- Simplified, customer-specific player management, including Single Sign-On (SSO), age and identity validation. Players can:
  - Store and track their account information and preferences.
  - Select flexible funding options, from pre-paid cards at retail outlets to credit cards (where allowed) and vouchers to fund play and redeem winnings.

Better data = increased player engagement
Analyze your players’ gaming behavior through Sciplay.Director.

Mastering the dynamics of change

Leverage our analytics and intelligence engine delivered customized reporting, built on the springboard of innovation model offers:

- Operational – operational
- Customer support
- Marketing
- Development

Rely upon our complete supply chain of professional services, technology, games and public relations.

To learn more, contact your Scientific Games account executive.

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Sciplay™ Platform

to credit cards (where allowed) and vouchers to fund play and redeem winnings.

These features are all part of Scientific Games’ proven responsible-gaming controls:

- Geo-location verification
- Player self-exclusion tools
- Deposit and withdrawal limits
- Links to resources for responsible gaming

Managed services – put the platform to work

Our turnkey suite of services can be customized, bundled or unbundled. Alternatively, it can be managed all in-house. Choose the managed service offerings that meet your specific needs:

- Sciplay.Intelligence™ – player behavior
  Leverage our analytics and customized reporting, built on the strengths of a leading business intelligence engine delivered through Sciplay.Director.
  Better data = increased player loyalty + increased player spend.

- Sciplay.Marketing™ – player engagement
  Analyze your players’ gaming preferences and improve player acquisition and engagement through campaign management, product launches, cross selling, email promotions and survey generation. Consulting services include advertising, media buy, Search Engine Marketing (SEM), Search Engine Optimization (SEO), social marketing and public relations.

- Sciplay.Support™ – player satisfaction
  Serve your customers better through our complete first-line care-of-player issues, from our dedicated call center that handles tracking and help desk services.

- Sciplay.Operations™ – operational standards
  Rely upon our complete supply chain of professional services, technology, games and business management services, including product hosting, 24/7 configuration, operation and monitoring of the Sciplay solution.

- Sciplay.Studio™ – expand your content options
  Visit Sciplay’s growing third-party game developer community and discover where the most innovative ideas in interactive gaming thrive.

Integration gateway – the springboard of innovation

Sciplay.Logic provides a flexible open platform to manage players and integrate internet products. This integrated service model offers:

- Ease of integration
- A single view of the player
- Compatibility with other products

A major benefit is that our lottery and regulated gaming customers that have Properties Plus®, Scientific Games' loyalty and rewards program, can add new interactive channels which are completely integrated to their player reward points. Now, they can offer players points from instant games – purchased both at retail stores and on the internet. Integrated loyalty programs can help drive player acquisition and growth across all internet products.

To learn more, contact your Scientific Games account executive.

*As allowed by all applicable laws, rules and regulations.

About us: Scientific Games Corporation is a leading developer of technology-based products and services and associated content for worldwide gaming and lottery markets. The Company’s portfolio includes instant and draw-based lottery games; electronic gaming machines and game content; server-based lottery and gaming systems; sports betting technology; loyalty and rewards programs; and social, mobile and interactive content and services.

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