Add variety, drive playership with alternate play styles – from Scientific Games

Jazz up your instant game portfolio
Scientific Games’ proprietary play style games are an exciting way to add life to any lottery’s instant game portfolio. All of our proprietary play styles have been thoroughly tested and successfully launched – and they’ve contributed to both players’ enjoyment and our lottery customers’ revenues. Long an industry standard, the key number match play style, is here to stay. But all along, Scientific Games has always advocated the introduction of alternate play styles to attract new players and keep existing players engaged. Below are just a few of the proprietary play styles we offer that can breathe new life in to your instant game portfolio.

Linked Play™ games
Our Linked Play™ games are an exciting addition to any lottery’s instant game portfolio. The play action allows for the printing of full-color play symbols beneath the primary play area of the game, which immediately sets it apart from games with traditionally imaged play symbols. That’s because our play symbols beneath the primary play area are incredibly detailed – and vibrant. These vibrant symbols can either be independent (one symbol in each grid) or linked to form a symbol – as with our Battleship Linked Play game.

Linked Play’s coordinate-based play action and full-color symbols are an especially good fit for themes such as Battleship and Treasure Hunt, but can easily be applied to any theme that would benefit from its unique play style and colorful graphics.

Elimination play style
Scientific Games’ Elimination play style, originally developed for our highly successful Deal or No Deal™ licensed property instant game, is easy-to-understand and offers a fun way to play and win. Players are given a certain number of spots to scratch which is always one less than the total number of spots available. Players scratch – or “eliminate” – one spot after another until there is only one spot left. If the last remaining spot reveals a prize, the player wins that prize! The most exciting thing about this play action is that players can see all the prizes available to them from the very start but their anticipation grows because they don’t know whether they’ve won or not until the very last scratch.

Not your average instant scratch games

For more information on how Scientific Games’ proprietary play styles can add variety to your instant game portfolio and generate excitement with players, contact your Scientific Games sales executive.
**Instant Game Proprietary Play Styles**

**Lucky Lines game**
If your players can play tic-tac-toe, they can play Scientific Games’ Lucky Lines game. Players simply scratch the play spots to reveal a variety of fun symbols – if they find three like symbols in the same line, they win a prize! Different symbols have different values and players can see all the prize levels on the Prize Legend right on the front of the game ticket.

**Lucky Dice play style**
This exciting play action offers consumers added entertainment value. The “roll needed,” “card needed” or “number needed” varies not only from game to game on each ticket, they vary from ticket to ticket, ensuring that the player who purchases more than one game at a time is playing for unique roll/number requirements. Our Lucky Dice game brings two popular play actions together on one ticket – a key number match play action with an add ‘em up twist. Players scratch the WINNING ROLL play spot to see what roll they have to match. Then, they scratch THEIR ROLL to reveal their dice. If their dice add up to the WINNING ROLL, they win the prize for the game! This play action can easily be revised to become a Yours Beats Theirs play action and the number of dice can be more or less, depending on the lottery’s preference.

**Go To® play style**
Scientific Games’ Go To® play style lends itself to a number of exciting game themes, including maze games, treasure hunt games and even some of our licensed property games, such as Press Your Luck™ and the Game of LIFE™. Players begin by scratching the START HERE play spot and continue scratching play spots until their path ends at an EXIT or a cash prize. Anticipation builds as the player’s path twists and turns over the play area – and there are endless variations that make these games an exciting addition to any instant game line-up.

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**About us:** Scientific Games Corporation is a global leader in providing customized, end-to-end gaming solutions to lottery and gaming organizations worldwide. Scientific Games’ integrated array of products and services includes instant lottery games, lottery gaming systems, terminals and services, and internet applications, as well as server-based interactive gaming terminals and associated gaming control systems.

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