Interactive self-service kiosk for instant and draw game sales

An innovative design
Scientific Games has taken the self-service lottery experience to a new level with its interactive PlayCentral terminal. At the heart of the PlayCentral is a 19” LCD touchscreen display that offers unique interactive capabilities that expand what can be done on a self-service terminal. PlayCentral puts the player in command of the game options they want and what information they want to see, while offering all of the features you expect in a self-service terminal:

- 24 Instant games
- All lottery draw games
- High-frequency draw games (where allowed by law)
- Ticket checking & validation
- Age verification
- 22” Widescreen advertising display

Evolve with your changing needs
Unlike push-button self-service lottery terminals, the touchscreen display of the PlayCentral offers the Lottery the ability to add new games, update existing games, revise branding, update the layout, or change advertising by simply updating the terminal software remotely from the Central System. This is possible because the PlayCentral doesn’t rely on static physical buttons, but rather a software based touchscreen interface. We don’t know where the lottery will be in 7-10 years, but we do know that the PlayCentral is the most likely solution to evolve with the lottery and meet their changing needs.

Unparalleled instant game detail
When selecting an instant game for purchase, the player can see the entire full-size ticket image, along with unique game information like top prizes, 2nd Chance drawings, odds of winning, how to play, and more. They can even see the full ticket back. An enormous amount of effort goes into the design of each ticket, and on traditional push-button self-service lottery terminals players are only shown a small portion of the ticket.
through a plastic button window. PlayCentral offers a full-size view of the entire ticket along with valuable game information that can only be provided by a terminal with such an interactive and dynamic user interface.

**Go mobile**
Using Scientific Games smartphone lottery app, players can create virtual playslips that are stored on the phone. The virtual playslip 2D barcode can be easily read by the PlayCentral’s barcode reader to process the play just like a paper playslip. In addition, it is possible to have a unique user ID 2D barcode within the app, that when scanned by the PlayCentral welcomes the player and displays their favorite numbers or games. In the U.S. we can’t allow purchasing over the internet/mobile devices yet, but with interactive apps like this we can connect with new mobile players now, while also creating a simple way to integrate a mobile device into the way our current players are playing now.

**A powerful user experience at your fingertips**
Draw games can be played anyway the player wants: quick pick, manual on-screen number selection, paper playslip, or smartphone app virtual playslip. In the U.S. nearly 80% of all draw game plays are quick pick. However in a study of how players were playing on the PlayCentral in Pennsylvania, over 50% were manually selecting their own numbers through the interactive touchscreen. That’s a powerful difference. The PlayCentral provides a more intimate experience for players, one where they want to explore their options and play the way they want.

**Validation and vouchers**
The PlayCentral will validate all instant and draw game tickets under a dollar threshold determined by the lottery. Prize winnings from validation are deposited to the balance of the terminal. The balance can be used to purchase additional games, or the player can cash out at any time and receive a voucher. Vouchers can be validated at any PlayCentral terminal with the funds transferred to the machine balance, or can be validated at any retail terminal in the jurisdiction.

**Targeted relevant advertising content with Lottery InMotion™**
The Lottery InMotion advertising content on the 22” widescreen customer advertising display can be customized and pushed specifically to any terminal or set of terminals on the network. Content that is more effective for PlayCentral self-service terminals can be created and distributed just to the PlayCentrals. This can even be customized down to specific PlayCentral terminals, for instance in a partner retail chain account. This allows for cross promotional features to be displayed to provide a value-add service that benefits the retail chain partner as well as the lottery.

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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.

[www.scientificgames.com](http://www.scientificgames.com)