

# PGRI PUBLIC GAMING

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# Introducing Obsidian:

## Where Intrigue Meets Luxury

### 18 Hot New Designs for Unique Premium Scratch Games

**Scientific Games** has unveiled an explosive, bold portfolio of ultra-premium enhanced scratch games called *Obsidian*. Named for their dark, glasslike appearance like naturally occurring obsidian rock, the games feature a dramatic combination of all-black and holographics.

**"Our game innovators have followed holographic trends on high-end luxury items and were inspired to create an all-new, exclusive line of games centered on value proposition for our lottery partners' premium games,"** says **Danielle Hodges, Senior Director, Global Product Innovation & Development for Scientific Games.**

The world's largest lottery games company continues to feature holographics as an enhancement for scratch products to elevate visual appeal by diffracting light into a spectrum of color in the game designs.

"All black represents a sophisticated, exclusive experience. By combining holographics with all black designs, we have created ultra-premium scratch experiences," shares Hodges. "The magnitude and intensity of the *Obsidian* games are off the charts."

Whether it's a high-end car, luxury perfume or premium tech gadget, consumer brands like Nike, Chanel, Apple and Sony use black because it can be timeless, modern, mysterious and edgy all at once.

Against the contrast of holographics, the richly designed all-black *Obsidian* games capture attention and make a bold statement at retail.

"At a time when the market basket average is increasing, *Obsidian* games allow lotteries to differentiate premium games in their portfolio by adding drama and intrigue," she explains. "In sneak previews of *Obsidian* with several lotteries, the response we've received is pure excitement."

*Obsidian* games were developed by Scientific Games' Innovation and Discovery teams at the company's metro Atlanta global headquarters, the largest instant game production facility in the world. *Obsidian* games will also be produced at the company's Canadian and UK facilities.

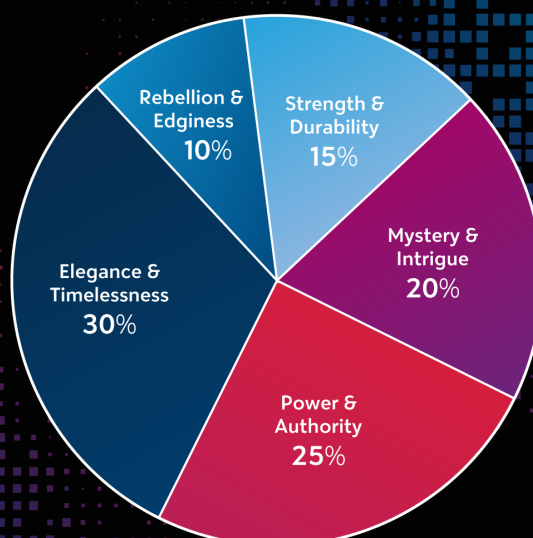
**In total, 18 *Obsidian* games are currently available to lotteries.**

Color alone contributes up to **90%** of the information that forms consumers' first impression of a product.

**81** of the top **100** performing instant games in the U.S. are Scientific Games products. *(based on weekly per capita sales).*

In fiscal year 2025, holographic games outperformed non-holographic games by **4%**. *(based on fiscal index)*

Psychology of the Color Black in Branding





## BLACKOUT BLOWOUT

**Unique Factor:** Featuring large *Lens* holographic pattern and *Premium Metallic Gold Ink*, the game glows with a solar eclipse and a blowout prize structure offering loads of cash prizes redeemable at retail.

## ONYX

**Unique Factor:** The bonus game value proposition glows from the four corners of the dramatic all-black landscape design, which can feature *Wavy*, *Diagonal*, *Tinsel* or *Fluid* holographics.

## CASINO NIGHTS

**Unique Factor:** Glowing with luck and an optional *Burst* pattern in the design, the game's dice and poker chip casino design elements get more real with colorful *Fluorescent Ink*.

## SNAKE EYES

**Unique Factor:** Various *Lens* holographic patterns add depth to the slithering snakeskin background, with optional holographic show-through in the game title. Add more pop with *Fluorescent Pink Ink*.

## HOLIDAY BLACK

**Unique Factor:** A beyond dramatic holiday game featuring *Premium Metallic Gold Ink* in the design and many options for incorporating holographics. With the *Dimension Stella* pattern star effects, it's perfection.

## VIP BLACK

**Unique Factor:** For your most important players, this game emulates prestige with *Premium Metallic Gold Ink* and a number of holographic pattern options including *Tinsel*, *Lens*, *Fractal* and *Pillars*.

## LIQUID ASSETS

**Unique Factor:** This game will get play going with \$500 prizes and the appearance of movement made possible by holographics. Add *Premium Metallic Gold Ink* throughout for an even richer scratch experience.

## ROSES & RICHES

**Unique Factor:** Beautifully dramatic, the game offers a number of holographic pattern options including *Silver Maze* which emulates thorns (shown here), *Rainbow Pillar* for under color and the possibility of more pop with *Fluorescent Pink Ink*.

## BLACK DIAMOND

**Unique Factor:** Diamonds are everyone's best friend, especially in a scratch experience. This game glows best with large or small facet holographic patterns and a holographic show-through in the diamond. Adding *Premium Metallic Gold Ink* makes play even more precious.

## BLACK SPECIAL

**Unique Factor:** For an extravagant scratch, the game delivers with its chance to win \$1,000 and lots of options for holographic patterns in the design, including *Lens*, *Rainbow*, *Diamonds* and *Circles*. *Premium Metallic Gold Ink* throughout brings more magic to the design.

## BUCKET LIST BUCKS

**Unique Factor:** Here's a game that makes life complete. *Pillar* and *Lens* holographic patterns are the optimal choice for a surreal Northern Lights effect. *Fluorescent Green Ink* can be added to the title or other elements to play off the glowing lights.

## QUICK SILVER

**Unique Factor:** Evoking the Wild West, this scratch experience glimmers with *Premium Metallic Silver Ink* and lends itself to many holographic patterns, including *Lens*, *Rainbow*, *Diamonds* or *Circles*. Get extra creative with a *LuxVelvet Thumbprint* pattern throughout.





## INFINITE RICHES

**Unique Factor:** Design possibilities are limitless, including a holographic Lens pattern and holographic solar flares that bring depth to a space theme. Call out the top prize in the 'Outer Limits' at the center.

## STELLAR RICHES

**Unique Factor:** This space-exploration game looks to the future with the celestial glow of planets, stars and solar flares—and the 'Outer Limits' at the center.

## GOLD RUSH

**Unique Factor:** A proven top performer just got more golden with a background of intriguing holographic pattern options enhanced by *Premium Metallic Gold Ink*.

## BLACK FRIDAY BLOWOUT

**Unique Factor:** Another one packed with prizes redeemable at retail, this festive seasonal game works best with tighter holographic patterns in the game title, holiday ribbon and bursts. *Premium Metallic Gold Ink* adds to the scratch experience. Two scenes or pulses available.

**Scientific Games**, the world's largest creator, producer and manager of lottery instant games, offers more than **100** strategic enhancements for its world-leading scratch products. The company's products represent **70%** of lottery instant game global retail sales.

**FOR MORE INFORMATION ON OBSIDIAN, CONTACT YOUR SG REPRESENTATIVE**

SOURCE: Ofspace, The Power of Black in Branding and Marketing, February 6, 2025. University of Southern California, Color Psychology Used in Marketing: An Overview, November 17, 2023.

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