



Scientific Games SCiQ Technology Provides Retail and Supply Chain Improvements to North Carolina Education Lottery

Company's SCiQ Retail Ecosystem Will Roll Out at North Carolina Retailers

ATLANTA – April 7, 2025 – [Scientific Games](#)' SCiQ retail technology is set to roll out at [North Carolina Education Lottery](#) retailers as part of the Lottery's focus on improving the retail environment for its [Scratch-Off](#) games. The company will deploy 1,000 SCiQ units at lottery retailers across North Carolina. NCEL Scratch-Off games represented more than \$2.9 billion in retail sales in fiscal year 2024, anchoring NCEL among the world's top 15 performing instant game lotteries (*La Fleur's 2024 World Almanac*).

Offering real-time scratch game inventory management data that amplifies the power of Scientific Games' *SciTrak* predictive ordering system used by NCEL, SCiQ creates supply chain efficiencies proven to lift scratch game sales. In stores, SCiQ improves operational and reporting efficiencies for retailers. Lottery players will benefit from new digital displays that provide details on available games, enhancing the ordering experience. SCiQ is currently deployed at chain and independent retailers in more than a dozen U.S. markets and recently launched for the first time in Europe.

Mark Michalko, North Carolina Education Lottery CEO and Executive Director, said, "We're excited to bring SCiQ to our retailers throughout the state, providing them with a streamlined way to manage and sell NCEL Scratch-Off games in their stores. We anticipate that this technology system will improve inventory management for our retailers with store-level data analytics and improve sales to ultimately benefit education in our state."

SCiQ is the only technology of its kind for managing the lottery category within stores. The system provides retailers with a comprehensive suite of features, including fully integrated digital menu boards for modern product display, automated inventory management that can dramatically reduce out-of-stocks, real-time store-specific sales and market basket performance reports. SCiQ also helps reduce product theft by utilizing locked bins that automatically dispense tickets.

Michael Martin, VP Retail Solutions for Scientific Games, said, "We commend the NCEL team for its clear vision on the need for technology that improves how Scratch-Off games are managed and sold in stores. Scientific Games is thrilled to add more value to our instant game partnership with NCEL through SCiQ, and we look forward to working with NCEL retailers to make selling Scratch-Offs as easy and efficient as possible."

The company also provides NCEL with instant games and manages the products through the performance-driven *Scientific Games Enhanced Partnership* program at its facility near Raleigh, North Carolina.

Scientific Games is the world's largest lottery games company and the fastest-growing lottery systems technology partner in North America. The company provides games, technologies, analytics, and services to more than 150 lotteries in 50 countries worldwide.

PHOTO CAPTION: Scottie Williamson, Raleigh Regional Manager for the North Carolina Education Lottery, was on hand for the installation of Scientific Games' SCiQ retail ecosystem at an NCEL retailer. SCiQ improves operational and reporting efficiencies for retailers and players benefit from new digital displays that enhance the ordering experience.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

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