



SCIENTIFIC GAMES EXPANDS NORTH AMERICAN LOTTERY INSTANT SCRATCH GAME INNOVATION WITH NEW PRINTING TECHNOLOGY

Next Phase of Company's Expansion Plan Brings New Products to North American Lotteries

ATLANTA – February 28, 2023 – [Scientific Games](#) has debuted new industry-first, advanced lottery instant scratch game printing technology at the company's metro Atlanta global headquarters as the next phase in the company's instant game manufacturing expansion plan. The new instant game technology will provide lotteries in the U.S. and Canada with *Dimension* products featuring a holographic-like effect.

"Scientific Games continues to lead the way in specialty and HD digital printing technology to innovate new lottery games for today's players," said **John Schulz, President of Americas and Global Instant Products for Scientific Games**. "Our global teams adopt trends from inside and outside the industry, exploring what's next, using analytics, and testing new products with player research groups. We're continuing to advance game innovation through our long-term technology expansion plan so our customers can offer their players the most exciting scratch play experiences in the industry and drive sustainable revenues for lottery good cause funding."

With Scientific Games' global manufacturing footprint and inspired by the latest trends in printing for higher-end consumer packaged goods, the *Dimension* technology was first developed by innovation teams at the company's Leeds, UK facility to produce strategically enhanced games for European lotteries. The new North American *Dimension* technology is officially operating, with the Colorado Lottery, New Mexico Lottery and South Carolina Education Lottery set to offer the first *Dimension* games in the U.S. to players this spring and summer.

The *Dimension* technology produces holographic-like patterns on instant scratch games, including the popular *Cracked Ice* and *Stella* (stars). A Scientific Games exclusive, *Spheric Lens* is the newest three-dimensional pattern that creates depth and movement at different angle refractions with spherical circles that simultaneously appear above and below the game graphics. Additional patterns are currently under development.

Following the company's player research and testing, cross-continental innovation teams, including game designers, printing technologists, product managers and market analysts, worked to perfect *Dimension* product samples. Initial interest from lotteries has been for USD\$10 and higher price point games, as well as families of games, holiday and special occasion games.

In recent years, Scientific Games has invested tens of millions of dollars in instant scratch game production technology at its five instant game production facilities around the world, most recently increasing its global capacity by 20% with a new press in Leeds, UK. The company's annual production capacity is more than 53 billion instant scratch tickets.

Scientific Games is the world's largest creator, manager and producer of instant scratch games, with products representing 70% of global retail sales. The company currently supplies 130 lotteries in 50 countries with digital and retail games, technologies, analytics and services.

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About Scientific Games

Scientific Games is a leading provider of lottery products, technology and services to government-sponsored lottery programs globally. From cutting-edge backend systems to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We push game designs to the next level and are pioneers in data analytics and iLottery. Built on a foundation of trusted partnerships, 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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