



Scientific Games Debuts FusionHolo, Newest Holographic Scratch Game Sensation

As Holographic Games Grow in Popularity, Company's FusionHolo Innovation to Shine at NASPL 2024 Conference

ATLANTA – September 5, 2024 – [Scientific Games](#) announces the global lottery company's hottest new instant scratch game innovation, *FusionHolo*. The new product will debut at the [North American Association of State & Provincial Lotteries 2024 Conference](#) in Kansas City, Missouri from September 9 through September 12. *FusionHolo* is one of several new products from Scientific Games to be introduced to North American lotteries at the conference.

Scientific Games, the world's largest creator, producer and manager of lottery games, offers lotteries more than 100 strategic enhancements for its world-leading instant products. The [Massachusetts Lottery](#), one of the top-performing lotteries in the U.S., will launch a \$10 *Merry & Bright Blowout* game featuring *FusionHolo* in its 2024 holiday portfolio.

FusionHolo is an all-new holographic scratch game enhancement featuring two holographic patterns fused together in the game graphics, allowing the shimmering play area to stand out clearly. To create the 'fusion,' lotteries select from a combination of holographic patterns for the center and the edges of the game design, including money, holiday and casino.

Holographic instant games are growing in popularity with lottery players. Over the past five years (2019-2024), holographic games experienced an 8.24% compound annual growth rate in estimated gross gaming revenue. Additionally, based on average fiscal index, holographic games outperformed non-holographic games by more than 12% in every price point from \$1 to \$20 in fiscal year 2024.

"We are thrilled to debut our newest advancement in holographic games to our lottery customers next week at the 2024 NASPL conference. This product really allows the play area to shine as the focal point of the game compared to traditional holographic products," said **Danielle Hodges, Senior Director, Global Product Innovation & Development for Scientific Games**. "In sneak previews of *FusionHolo* with just a few lotteries, the response we've received is extremely exciting."

The company's game innovations teams developed *FusionHolo* following overwhelmingly positive feedback in player focus groups. In product testing conducted through a national survey with more than 1,000 lottery scratch-off game players, participants indicated that the *FusionHolo* games conveyed a premium appearance and expressed purchase intent.

The shimmering *FusionHolo* games are produced on Scientific Games' advanced game production technology at the company's global headquarters in metro Atlanta which serves nearly every North American lottery.

Innovating products and solutions that move the global lottery industry forward since 1973, Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries around the globe, including nearly every North American lottery.

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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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