

The Next Generation of Instant Games Has Arrived



HD GAMES™

Just when you thought lottery instant games couldn't get any better, *HD Games™* have literally burst onto the scene with vibrant, contemporary imaging, play symbols and premium paper stocks that provide the ultimate player experience.

From the creator of the world's first secure instant lottery game more than 40 years ago, come *HD Games* – the next generation of instant games from Scientific Games. A technology-driven twist on an \$80 billion product played around the world, *HD Games* tickets feature sharp, high-resolution imaging for today's highly visual consumer.

Made possible through several years of research by dozens of the industry's top instant product experts and highly advanced game manufacturing technology, *HD Games* are a definite hit with lottery product managers and players.

Imagine the Possibilities

The patent-pending line of *HD Games* products are produced with significantly increased dots per image (DPI) in a complex printing process that creates a higher-resolution clarity not offered by any other lottery instant game supplier to date. Highly-detailed play symbols are applied on layers of inks recently developed by the company's technologists.

"With the enhanced imaging, game themes can be extended throughout the play area with stylized, sophisticated play

symbols that make scratching more fun," said Jeff Martineck, Vice President, Instant Product Development at Scientific Games. "The ability to image highly-detailed play symbols opens up exciting new play actions that appeal to our customers' loyal players – and the game innovation possibilities can help attract new players to instant games."

Martineck said the new *HD Games* tickets also provide lotteries with the opportunity for more dynamic, and more exciting bonus win symbols.

What appeals most to players? The company's consumer research found that players immediately responded to the new line of games, stating benefits including:

- More appealing to the eye
- Scratching is more of an experience
- Bigger contrast between play symbols and play area provide better visibility
- Symbols, numbers and prizes are clearer and easier to read



TREASURE



DEER



WIN2X



WIN\$50

All of the technology and inks behind the *HD Games* product line were developed in the last several years at Scientific Games' global lottery headquarters just north of Atlanta, the largest of its five instant game manufacturing facilities worldwide.

In fact, Scientific Games first unveiled at the North American State & Provincial Lotteries conference held in Atlanta in the fall of 2016.

High Def Performance

Throughout 2017, seven different games from the new *HD Games* product line launched in a number of U.S. states and are performing well, with more games rolling out in the coming months.

The Ohio Lottery tested *HD Games* products with *Cashing Thru the Snow*, a \$2 holiday game launched in October 2017.

"*Cashing Thru the Snow* is already outperforming all \$2 holiday games that have launched over the last three years," said Ron Fornaro, Instant Ticket Product Manager for the Ohio Lottery Commission. "We pride ourselves in offering an innovative collection of holiday games for Ohio players every year, and our trial of the new *HD Games* product line with a holiday specialty game was a hit."

Washington's Lottery was seeking a new innovation for its *SEATTLE SEAHAWKS*® branded instant games and opted to launch the \$5 *Seahawks Fever* game as an *HD Games* product this year.

"Our *SEATTLE SEAHAWKS* games have always performed well, and we wanted to take that success to the next level," said Gaylene Gray, Instant Product Manager for Washington's Lottery. "We've had requests from players and retailers to make every game an *HD Game*."

The Montana Lottery just launched the new product as a \$3 crossword game, *Crossword Electro HD*.

"The Montana Lottery has always had a great portfolio of crossword games that appeal to our demographic of more mature players, and *HD Games* products are a natural progression for this portfolio," said Jay Boughn, Instant Products Manager for the Montana Lottery. "*HD Games* feature a crystal clear font over our classic crossword games and offers our players great readability – perfect for crossword play styles."

Martineck said, "It's been very exciting to introduce this new, engaging product line to lotteries and their players, and we congratulate all of our customers on their successful launch of this next generation of instant games in their markets."

More Strategy, More Security

Like any consumer product, strategy is crucial to success. Martineck explained that lotteries have the opportunity to impact consumers' purchase behavior with strategic construction of their instant games.

"Lotteries can make a difference in pick-up appeal with the use of a variety of printing enhancements like specialty inks and coatings, and eye-catching substrates such as holographic and foil, and through the use of relatable and recognizable licensed brands," he shared. "These value-adds can help attract players to take an initial interest in the games. And their overall experience can influence how many times they come back for more purchases of a game."

This is where prize structure, play style and internet components have a significant impact, and where *HD Games* tickets have the greatest benefit.

"The reveal of exciting and easy-to-see play and prize symbols gives players reassurance that they are capturing all wins, and improves their overall play experience, which in turn encourages additional game purchases," said Martineck.



DOUBLE



MITTEN

HD Games also offer enhanced security features. "Our technologists worked with our game security experts to add strength to the retailer ticket authentication process using the company's new SecurTag™ security coating beneath the scratch-off coating," explained Martineck.

This new secret coating is completely invisible to the naked eye, but is easily identifiable when viewed through a special viewing device.

"Every member of the product development group directing what we call 'the HD Games movement' has been at the forefront of lottery imaging and printing for more than 20 years," he said. "The knowledge and experience of this team just doesn't get any better."

Lucky for players, the instant games these teams create just keep getting better and better.

© 2018 Scientific Games Corporation. All Rights Reserved.

Scientific Games is the world's largest instant games provider. The company supplies an innovative portfolio of games, technology and services to more than 150 lotteries globally, including 24 of the top 25 lotteries in the world for instant game per capita sales (La Fleur's Almanac).



HD Games
Product Development Team