



Digital Technology that Transforms the In-store Shopping Experience

The retail industry is seeing exponential changes due to innovations and new trends in technology. Digital technology has already become an integral part of our daily lives, shifting our expectations as customers with an emphasis on avoiding irrelevant and meaningless customer experience interactions and enhance the meaningful ones.

The future of retail is driven by the need to blend digital and physical experiences with in-store experiences, as the borders between digital and physical are disappearing in the consumer's mind. Achieving the right balance between traditional and digital will create the richest customer experience, as consumers expect digital experiences to be integrated seamlessly and add value where it matters. This creates the foundation for a more engaged and relevant relationship with retailers.

Intralot shapes the future of its products developed by the new trends and technologies

such as Internet of Things (beacons, sensors, etc) , virtual and augmented reality, biometrics, remote and predictive maintenance, proximity marketing and data analytics.

As a leader in our industry, the integration of new technologies and innovations in

Intralot

Intralot's products, aim nothing less than to merge the technological trends and the growing customers' expectations.

DREAMTOUCH is a next generation Intelligent Gaming Station for purchasing instant scratch tickets and interactive gaming products. By integrating a 42" touch-screen Full HD display and utilizing an intuitive, user-friendly interface, DREAMTOUCH provides a unique user experience alongside interactivity features, games and services.

DREAMTOUCH's main features include: Mobile /cashless payments

Frictionless payment has always been a significant element for a seamless experience within a retail store. By integrating a contactless payment module, DREAMTOUCH allows customers to pay by just waving their card or mobile in front of its reader, thus offering them a minimal effort experience.

Proximity marketing beacons

As customers want to feel special and are calling for a more personalized and meaningful relationship with retailers, DREAMTOUCH adopts beacon technology to enable them in creating more tailored experiences for their customers.

DREAMTOUCH allows for tracking shopping habits and preferences and enables access to insightful consumer data, thus creating personalized offers for customers, leading to an enhanced in-store retailment experience.

IoT

Intralot, is highly investing in IoT technologies to improve operations and shoppers experience. With DREAMTOUCH real-time inventory visibility via IoT, such as RFID, inventory accuracy levels can be raised as high as 95%.

DREAMTOUCH makes use of one of the most effective and eye-catching communication media, digital signage and can place in an intriguing way campaigns for Lottery self-promotions as well as new Lottery products, seasonal promotions and third-party advertisements.

With the use of IoT in digital signage and by connecting data and sensors, the in-store experience is enhanced by delivering targeted advertising and keeping customers up to date with the latest promotions.

Big data analytics

Today, retailers are constantly finding innovative ways to draw insights from the ever-increasing amount of structured and unstructured information available, about their customers' behavior. Big data is a game changer in the retail sector are already applied to every stage of the retail process thus changing its face.

Continued on next page

Digital Technology continued

Through its powerful platform system DREAMTOUCH's sensors are able to register and analyze data predict trends, identify customers habits, forecast demand, optimize preferences and determine which type of content will be shown to customers.

With the use of new statistical methods and algorithms, DREAMTOUCH's platform, allows for the correlation of large volumes of historical data with real-time information, predict and report automatically inventory and maintenance needs.

The platform also allows for the optimal placement of games on DREAMTOUCH screen. Planogram functionality can increase productivity, agility and flexibility of retailers and improve per game sales performance.

Chatbots

Chatbot is one of DREAMTOUCH's most significant components. The smart chatbot is programmed to respond to frequently asked questions, provide front-line

support for simple queries as well as send push notification to users when promotion campaigns or seasonal sales apply. In addition to that, it may suggest reordering and image replacement of games on planograms and allows communication between users.

In a nutshell DREAMTOUCH is Intralot's unique turnkey solution for boosting lottery and retailer revenues, a revolutionary terminal that can be installed in numerous locations, enabling operators to attract new audiences and enjoy continuous sales. ■



The Internet of Things continued from page 45

Players already are carrying around a staggering amount of technology. Smart phones and tablets contain a bundle of sensors, accelerometers, cameras, pressure sensors, and heart rate monitors. These can be leveraged to gather and report data on the gaming experience of a user. By capturing and analyzing the salient data, online gaming platforms can learn how the customers interact with and respond to certain games.

Wearable technologies (such as fitness trackers) incorporate heart rate monitors, cameras, and pressure sensors. If gaming developers and publishers connect through the IoT with these devices, a door to valuable data about their customers swings open in unprecedented ways.

Game operators already use analytics in conjunction with app development tools to track player involvement and to keep players engaged. In the past, loyalty programs have managed this by giving rewards to players and by providing incentives for continuing to play, while still allowing the operator to maximize returns.

The IoT, however, pushes this player-centric approach much further through "bespoke" techniques. To illustrate: Disney is investing \$1 billion in its innovative Magic Band

program, which connects its theme park guests to a powerful system of sensors with RFID wristbands. The system analyzes each guest's energy level and related physiological factors and recommends attractions in the theme park commensurate with how each person is feeling.

Game operators could develop similar real-time smart technologies that gauge and

then match users' skill and excitement levels.

As the IoT continues to evolve, new opportunities will arise for the gaming industry and for Lottery. Who knows - in the near future, perhaps a Lottery player will be able to tell her self-driving car to find the nearest Lottery outlet and prompt her fitness tracker to text the store to get 10 of the newest scratchers ready for her to pick up! ■

