

INTRODUCING

# INFINITE INNOVATION

**Mississippi, Nebraska, Rhode Island, and West Virginia** lead the way in offering a new player experience through the remarkable possibilities of IGT's Infinity Instants™ games.

If you were tuning-in to watch your favorite TV show, would you rather view it on a black-and-white set with “bunny-ears” antennae or on a full-color 4K ultra-high-definition screen?

Lottery players might naturally ask themselves a similar question when it comes to the games they love. Scratch tickets drove about 68% of total retail U.S. lottery sales in 2021, a 15% increase over 2020. And, like the medium of television, this enduringly popular form of lottery entertainment must continue to evolve to retain players and add new ones.

IGT's new Infinity Instants™ games advance the instant-play experience by leaps and bounds with patented digital printing technologies unlike any other in the industry. The result is not one

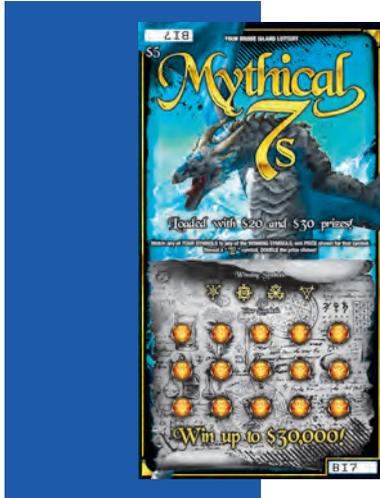
new game title but a whole new category of games that offer lotteries an extraordinary level of customization, jaw-dropping resolution, and the ability to enhance virtually all elements of an instant ticket.

“Infinity Instants™ games are a transformative innovation that fundamentally enhances product value and the player experience,” said Keith Cash, IGT Vice President Global Instant Ticket Services. “The technology opens a new world of opportunity for designers and lottery product managers to create game mechanics and customized graphics as never before possible. Infinity goes well beyond the simple notion of high-definition, black printing by bringing vibrant color, scene variety, and ticket-level customization to the instant product. True to its name, the possibilities are infinite.”



Infinity Instants™ games are produced on a physical press, but the preparation process is all digital. In place of a station with a plate and a cylinder producing an identical product millions of times over, the technology allows for a full level of customization – every ticket can be different, side by side, with unique scenes or artwork.

Lotteries can even extend design and color underneath the play area, which has always been “the land of gray.” As shown in the examples here, the possibilities open up whole new avenues of use by lotteries and are completely compatible with all industry standard quality and security requirements.



### The Covered Artwork

**DISPLAY GRAPHICS** Display graphics can extend beneath the scratch-off coating, creating a “wallpaper” effect where the image becomes visible once the game is scratched.

**INSTRUCTION SYMBOLS** Symbols in the play instructions can now be imaged in full color and can be varied, so that each scene in a multi-scene game can have a specific symbol that matches the scene.

**CUSTOMIZATION** Opportunity for customization within a print for retailer exclusives and other promotions.

**SCENES** The number of scenes in a pack can extend well beyond what can be achieved with traditional printing technologies.

### The Uncovered Artwork

**FONTS** A variety of fonts that match the look and feel of the overall game.

**GAME & PRIZE SYMBOLS** High-resolution digital imaging provides symbols with distinct characteristics and colors.

**CAPTIONS** Easily identifiable, high-resolution, full-color symbols make the use of captions optional and enables the use of smaller “micro captions.”

**PLAY AREA BACKGROUND** The game design can be extended beneath the scratch-off coating. A solid color can also be used to provide striking contrast between the play symbols and the background graphics.

**FLOAT** Fully compliant with industry standard float requirements.



### The Ticket Back

**GRAPHICS** Back graphics can be imaged to complement the overall look of the game and can also support customized imaging and barcodes, such as retailer coupons and other promotions.

**SYNCHRONIZATION** Back images can be synchronized to the front image.

**ADDITIONAL PLAY AREAS** Will support additional play areas on the back of a ticket in conjunction with IGT’s Playback™ technology.

**UNIQUE CUSTOMIZATIONS** With high-resolution imaging on the ticket back, lotteries can include eye-catching messaging for either the cross-promotion of additional lottery games or for third-party coupons.

Optimizing

Success with

Infinity Instants

IGT supports customers in every aspect of their instants business. Beyond game innovation and printing, IGT teams work with customers to assist with portfolio planning, ticket design, and prize-structure development, instants warehousing and distribution, marketing and inside sales/ordering, retail execution, research and analytics, and more.

In preparing to release Infinity Instants™, the company made sure to give customers suggestions about field support and retail execution tailored to this new game type, drawing on IGT teams' experience launching new products.

"We recognized that players would be looking at something completely new and different when they first encounter an Infinity Instants™ game," said Matt Benoit, Senior Account Manager Instant Ticket Printing and Services. "In some cases, the designs are so vivid and such a dramatic step forward that we knew players could wonder, 'Is this an actual scratch ticket?'" Beginning with a soft-launch in Rhode Island, an IGT team worked with the Lottery to develop an informational sheet to be

distributed to retailers and the sales force prior to launch, to prepare them for any questions from players.

Four U.S. lotteries have now offered players an exciting new experience via Infinity Instants™ games. The creative freedom enabled by the technology also promises to revitalize the instants proposition. "At the first scratch, the innovation is so visible that it becomes a self-selling proposition," observed Giancarlo Perrotta, IGT Vice President Global Instant Ticket Innovation. "If the product itself establishes the idea in consumers' minds that lottery is doing something new and even better than they remember, then that supports engagement and repeat play. We're just beginning to explore the potential. For example, our team is working on new play mechanics that have been impossible until now. This is a very exciting new technology, and each market execution is a step in helping our customers understand what a particular advancement could mean for product designers and our customers' consumer segmentation planning."

## Rhode Island

The Rhode Island Lottery had an exciting idea for its Mythical 7s game, and Infinity Instants™ technology provided a creative set

of paintbrushes that allowed the designer to vividly expand on it.

Mythical 7s launched on July 31, 2021, with a print quantity of approximately one million tickets bearing 10 different scenes per pack of tickets on the front and back – a feat that is not possible on a ticket this size with traditional printing methods.

Among many enhancements, the display graphics for Mythical 7s extend beneath the scratch-off coating, and the tickets feature vibrant and highly distinguishable game symbols. The capabilities of Infinity technology also eliminated the need for symbol captions, which take up valuable space on the ticket.

Mythical 7s has had strong performance during the first few months on the market, even without additional marketing support for the game.



*An exciting concept for the Rhode Island Lottery's Mythical 7s game (left) was enhanced further with the capabilities of Infinity Instants™ technology (9 of 10 scenes shown right).*

# West Virginia

Players in the Mountain State experienced their first Infinity Instants™ scratch-off game starting December 28, 2021, with the \$5 High Roller game. A second pulse will follow with \$5 Blackjack 3X.

The launches are the latest in a successful instant ticket strategy led by Michael Thaxton, Product Development Manager, West Virginia Lottery, to continually add variety to a very diverse portfolio and to deploy innovation strategically and enhance the play experience for target consumer segments. “Being a smaller jurisdiction and knowing that players can tire of games

quickly, we strive to maintain variety in our game mix and in everything we do to keep our players interested in our lottery products,” said Thaxton.

With an enthusiasm and willingness to bring innovation to players, Thaxton saw that the possibilities of Infinity Instants™ technology could be used to augment what might normally be seen as traditional games. “IGT designers built them to be something with a new twist and more attractive,” he observed. “We’re excited to get these games in the product mix for our players.”



West Virginia’s \$5 High Roller Infinity Instants™ game launched first in the state, to be followed by \$5 Blackjack 3X.

# Nebraska

“We weren’t planning to launch an Infinity Instants™ scratch game as early as this, then IGT shared with us some of what was possible,” said Brian Griesenbrock, Product Manager, Nebraska Lottery. “We thought it could really pump up our Super Gold Rush \$5 game, because it was a key symbol match, and the

ability to enhance symbols under the scratch coating is one of the things that’s so appealing about this technology.”

Nebraska’s \$5 game was tied to another key-symbol-match game, \$1 Gold Rush. The Lottery took the opportunity to make both games even better for players and supplied retailers with sales sheets to let them know that the new games were coming and to make them aware of the new feature.

Both games launched January 25. With only a few weeks’ worth of data at press time, the \$1 game is doing well, and the \$5 game might be a record-breaker. “We’re keeping a close eye on it and gauging consumer reception,” said Griesenbrock. “Players are loving the look of the game and how it plays. It feels like an evolution of the scratch ticket.”

## UNCOVERED ARTWORK



# Mississippi

Now in its third year of operation, the newest U.S. lottery faced many COVID-related challenges soon after it began selling instant tickets in November 2019. But the enormously successful Mississippi Lottery team not only met those challenges head-on they have also taken advantage of every opportunity to create excitement for players. When presented with the chance to offer IGT’s Infinity Instants™ games, Angie DiGrazia, Senior Manager of Gaming, jumped in with both feet, confident the games would excite the current player base and attract new players. “Infinity Instants are fun to play,” she said. “The colors are vibrant, and most exciting of all, they deliver something new and unexpected.”

The Lottery launched its first Infinity Instants™ game in November 2021. The \$5 game, Holiday Wishes, delivered in a big way to both players and the Lottery. Players particularly loved to talk about it on various social media platforms. The bright festive colors and playstyle made it a perfect holiday gift for friends, coworkers and loved ones. The game sold through quickly and was cleared from most retail locations early in the new year.

Holiday Wishes was designed using a single, retro-style display area featuring colorful and iconic holiday play symbols, including candy canes, gingerbread figures, stockings, stars, and ornaments. The colorful back of the tickets boasted a series of seven different cookie ornaments.

*“You don’t know what a difference Infinity Instants™ technology makes until you scratch the latex and see the symbols and colors underneath these tickets,” said Brian Griesenbrock, Product Manager, Nebraska Lottery. “We wanted it to be a ‘wow’— a fun surprise for players.”*

## UNCOVERED ARTWORK



The Mississippi Lottery launched its first Infinity Instants™ game (shown) in the 2021 holiday season. It was designed to create a memorable experience for any player who encountered it during the season, whether as a gift or purchase.

## What's Different About



**Improved and More Appealing Graphics for Players**, with the ability to include a higher number of scenes per pack than traditional printing

Enables **More Innovative Play Styles and Game Mechanics**

Provides for More Color and **Unlimited Scene Variety on the Front and Back of a Game**

Offers the **Ability to Customize** Even Smaller Print Runs – for example, for **specific events or retailer chains**

**Highly Distinguishable, Vibrant Play Symbols** - clearly convey the results of the game and are tied more effectively into the overall theme

**Completely Compatible** with All Industry Standard Quality and Security Requirements

**Eliminates the Need for Symbol Captions**, which take up valuable ticket space

In February, the Lottery launched its second Infinity Instants™ game, Lucky Shamrock, which quickly became a social media star as well. With its array of St. Patrick's Day icons, the game has been a success out of the gate. The Lottery is currently developing its third Infinity Instants™ game, set to launch in June, and in the fall will take advantage of the unlimited scene-variability opportunities of the technology to support a new licensed property game.

"The Mississippi Lottery strives to bring the very best products to our players and retailers," said Jeff Hewitt, President, Mississippi Lottery. "We know IGT's Infinity Instants™ technology helped us accomplish that goal based on the tremendous feedback we've received. We're thrilled with the results of the Infinity Instants™ games and equally excited about the vast possibilities going forward."

## Just Scratching

## the Surface

As these lotteries lead the way in identifying what kind of impact Infinity Instants™ games will have, it's clear that there are unlimited possibilities for the games and for introducing them into the marketplace. A lottery can market an Infinity Instants™ game as a fun innovation at any price point, on a new price point, on a family of games, on a classic playstyle such as a key number or symbol match, with any newly developed play mechanics, and more. The beauty of these games is that the creative potential is wider than ever.

Infinity Instants™ games are sure to usher in a new era of how lottery players view scratch tickets. "We always want to create opportunities to give regular players something new and give occasional players something that will be exciting to them, which helps support retailers as well," said Tony Lucci, IGT Account Manager Instant Ticket Innovation. "Infinity Instants™ is the latest example of how we think about bringing innovation into the marketplace for everyone's advantage, and we're excited to share it."

**Talk with your IGT account representative today to create your lottery's path to bringing these exciting games to market. ■**

