



SMARTPLAY PROVIDES **PERFECT SOLUTION™** FOR IRISH 12 DAYS OF CHRISTMAS

From experience, Smartplay has come to expect a ton of fun and fancy when working with *National Lottery, Ireland*. Project names read like they're straight out of Harry Potter... *Wizard, Balldron*, and *Spiral Wheel*. But behind the people pleasing, sometimes whimsical facade, *An Post*, operator of the lottery, applies rigorous standards and is always looking toward new technology.

Between September and December, a pool of 16 players was drawn on the lottery's *Winning Streak* show, to participate in a special Christmas mini-series event. The total prize fund for the game show was €1,000,000, and included the opportunity to win a car valued at €20,000.

For the two-stage *12 Days of Christmas* game show, Smartplay was commissioned to design, engineer and program coordinated set pieces, with a "cartoon" feeling. On the more serious side, *An Post* required automatic digit confirmation and prize identification including seamless graphic/animation presentation.

Smartplay incorporated the *Solution™* system. Originally designed to complement Smartplay's high-end solid rubber ball drawing machines, the *Solution* is an automatic recognition and graphic display system. In Ireland's game show application, the system's RFID technology confirmed matching digits in the first game segment, and identified/awarded a prize at the conclusion of the game.

The *Solution* enhances security by reading the digits and prizes with 100% accuracy.

The system is also compatible with professional broadcast, and supports instantaneous presentation of graphics/animation and sound effects, with the scanning of identification bearing chips. Signal export is delivered to the TV studio in PAL and SDI.

Player names, scores and prize values were displayed on a giant plasma screen. The computer operator could, on command, cause the screen to shuffle the names and prize scores into rank order from highest to lowest.

The object of the game is to first crack a five-digit code by placing in correct order, five frosty looking, 15" acrylic ice cubes into a glossy white snow bank. Each cube bears



Smartplay's conceptual rendering of set pieces.

an RFID chip, programmed with a single digit from a field of 0-9. The *Solution* system allows the operator to assign how many total digits/cubes (up to ten) will be in play, and randomizes the order of the digits in the snow bank.

Player 1 selects a cube and places it in the first receptacle of the snow bank. Via the *Solution* system, the cube electronically “matches”, with an automatic green glow, positive sound effects and a graphic display. If not a match, the cube automatically glares red, appropriate reject sounds play, and the player returns to his/her seat. The sound component, housed within the control console, automatically interfaces with the television studio via a cat-5 Ethernet connection.

If the player gets a match, he/she then picks a remaining cube in hopes of matching position 2. With each failed attempt, the incorrect digit is set aside and control of the game passes to the next qualified player; the game continues in 1,2,3,1,2,3 ... (or in a two player game 1,2,1,2...) order until the correct digit is inserted in the last position.

Having cracked the code, the player then proceeds to the twelve-foot tall, foam Christmas tree, from which gaily-wrapped packages hang. The gifts, decorated in 12 Days of Christmas motif, are tagged with RFID chips programmed with individual prize codes. As with the digit ice cubes, the system facilitates the randomization of the assigned prize values.

With round two, the player selects a gift, to be placed on a 96” long, variable speed conveyer belt, for prize identification by scanning. When scanned, a micro server inside the unit reads the code and identifies it with the assigned “gift” value. The related animation or image plays accompanied by sound effects. One of the gifts may contain an audience prize, in which case the player having chosen that gift will be asked to choose another.

Over the past ten years, Smartplay has provided numerous game show pieces to *An Post*, including equipment for their eight-year-old, top rated *Fame and Fortune* show. There has been a shiny bank vault, a burl and brass roulette table, brilliant Pachinko machines, several singular prize wheels, and most recently, a mechanized dice game.

The Christmas mini-series project broke new ground, however, with the introduction of the *Solution* system and its RFID technology. The *Solution* is the second offering in Smartplay’s high tech product line. Its introduction to the market followed that of the *Origin™* digital draw system, recently chosen by *New Mexico Lottery Authority* and *Arizona Lottery*.

Of *National Lottery, Ireland* and its operator *An Post*, Smartplay declares with admiration, “Hat’s off to another colorful, creative game show.” It’s no wonder that (per the Irish anyway,) there are two kinds of people in the world. Those who are Irish and those who wish they were.

SATURN™, CHOICE OF CHILE’S LOTERÍA DE CONCEPCIÓN

In December, representatives of *Lotería de Concepción* of Chile visited Smartplay. A contract was negotiated to supply drawing equipment for a new lotto game. The *Saturn™* model was chosen for its stylish design.

The lottery, which also uses Smartplay’s *Criterion™* lotto and *Gem™* single digit models, is the fifth Latin American lottery to select the *Saturn*. The versatile keno/lotto model is also used by lotteries in Colombia, Honduras, Peru and Venezuela.



Representatives of Chile’s *Lotería de Concepción*, Alejandro Zamorano Garcia, Product Manager (left), and Juan Arevalo Palma, Head of Administration pose with Smartplay’s *Saturn™* model during a tour of the manufacturing facility.

SMARTPLAY'S ORIGIN™ THREE FOR THREE IN US RNG MARKET

On March 9th Smartplay was named apparent successful bidder in Washington's Lottery's IFB competition. This follows the late February installation of the firm's *Origin* digital draw system in Arizona. *Arizona Lottery* followed *New Mexico Lottery Authority* in its decision to convert drawing operations to the *Origin* system. With execution of the Washington contract, Smartplay will have prevailed in the three domestic bid opportunities for digital draw systems, since the *Origin's* introduction at NASPL '03.



Arizona Lottery's Oliver Littlesalt, IT and Suesan Nordman, Drawing Management, pose with the Origin™ system following the training session.

LUXEMBOURG TO REVAMP POPULAR PICCOBELLO SHOW

Loterie Nationale, Luxembourg has recently contracted with Smartplay to replace their *PiccoBello* prize wheel with a custom gaming table. Since introduction of *PiccoBello* in 02, a distinctive wheel made by Smartplay has stood front and center. Custom designed in collaboration with lottery management, the elaborate wheel spins one way, while a pointer goes in the opposite direction. Lighting follows the spin of the wheel, as the prize segments illuminate in a captivating chase pattern.



Artist's rendering, Luxembourg's PiccoBello gaming table.



Lottery executives visited Smartplay to develop the concept for Luxembourg's new PiccoBello gaming table. Pictured from left to right are: Jose de Costa, Marketing, Loterie Nationale, Linda Turner, V.P., Sales, Smartplay, Léon Losch, Director, Loterie Nationale, and David Michaud, President, Smartplay

This time around, suspense will captivate the audience as players take on the *PiccoBello* gaming table.

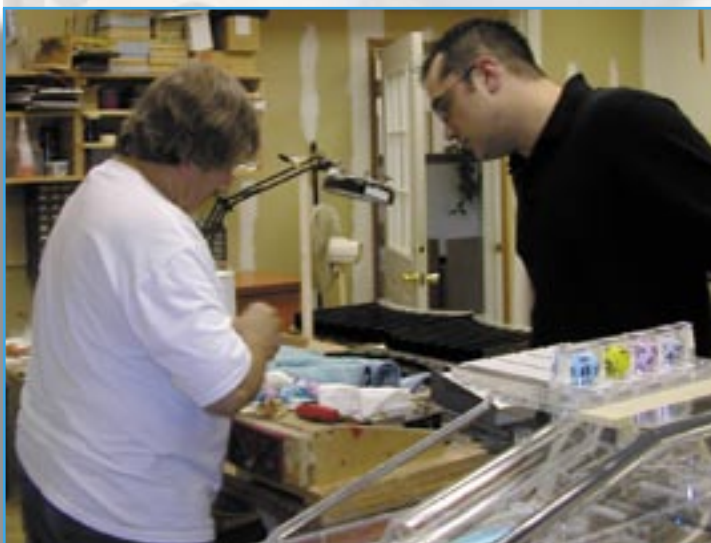
The flashy presentation begins with the smoke-colored playing field in rotation. Twinkle chase lights, flash from beneath the field, at the beginning of play.

The player's three game balls are rolled consecutively over the acrylic playing field, which is molded with ten illuminated, numbered "prize" depressions. When the first ball enters the field, rotation stops, the lights shine steadily and the element of suspense takes over. The game balls teeter on the brink of settling on a given number, and then may well roll the other way. Will the ball land on the number the player has chosen? Maybe or maybe not, and that's the new fun of *PiccoBello* as the player makes a series of decisions prior to the launch of each game ball.

As with the wheel before it, the aesthetics of the gaming table will be married with the high tech sophistication of the television set. A columnar pedestal with a frosted illuminated top will display the game balls, prior to play. Smartplay is very pleased to collaborate with *Loterie Nationale* once again, in the creation of a unique and attractive centerpiece for *PiccoBello*. A June launch of the new equipment is planned.

THE DOOR IS ALWAYS OPEN AT SMARTPLAY

In addition to providing field service to five continents, Smartplay welcomes visitors to its New Jersey manufacturing facility, located between



Jason Koerner, Data Security Technician, Tennessee Education Lottery (right), chats with Smartplay's Service Manager, Randy Craft, during technical training.



Chris Bishop, Draw Engineer, Camelot/National Lottery, UK (left) and Smartplay's Executive Vice President, Tom Markert discuss operational details of Criterion™ equipment during manufacture.

Philadelphia and New York. Clients from around the globe make the trek for a variety of reasons.

Executive committees come to collaborate on custom equipment design. Large delegations enhance their overall understanding of Smartplay's custom capabilities and standard offerings.

Drawing managers inspect custom equipment, prior to shipment.

Perhaps most frequently, foreign clients invest by sending a technician for Smartplay's free technical/operational training, just prior to shipment. In this invaluable practicum, one-on-one training is



The Government Lottery Office of Thailand sent a large delegation to tour Smartplay.

conducted utilizing the client's own equipment. To date, the firm has trained representatives from China, Colombia, India, Ireland, Israel, Poland, South Africa, the United Kingdom, the United States and Vietnam. Within the U.S., Smartplay regularly contracts with eighteen state lotteries (including Puerto Rico



Scott Debler, Drawing Assistant (left) and Brad Smi, Drawing Manager approve custom Multipick™ at Smartplay.

and the Virgin Islands) to provide maintenance on a routine basis. Even so, domestic lotteries will occasionally send someone from the draw staff to learn more about basic maintenance and trouble shooting. This modest investment minimizes costly emergency service calls and heightens operator confidence as well.



Mike Seaman, Cabinet Maker (left), Henning Kristoffersen, Graphic Designer, Norsk Tipping (center) and Brian Alfors, Assistant Cabinet Maker, discuss custom design.

CLIENTS CRACKED THE CODE IN DURBAN

In November, Smartplay exhibited at the WLA Dream Africa conference in Durban. Rather than standard equipment, Smartplay displayed a custom bank vault, similar to one the firm provided to *Dover Downs Race Track* of Delaware.

Players won prizes by guessing the vault's two-digit code and entering it into an electronic keypad. Desirable items such as a digital camera printer, South African Shona sculpture and wooden figurines were displayed on a pedestal under a halogen light, within the safe.

To verify a winner, a celebratory tune played to the sound of wild applause. As the vault door slowly opened a creaky door sound was activated. Smartplay recommends the bank vault as a novel vehicle by which to award prizes as part of a game show or on-the-road promotion. Within the trade show setting, it certainly captured the attention and high hopes of the Dream Africa attendees.

Jabulile Khumalo, Assistant Instant Brand Manager, Uthingo, South Africa (left) receives digital photo printer from Linda Turner, VP Sales, Smartplay



Kevin Cheng, Controller, Lottery Technology Services Corp., Taiwan poses with prize of African figurines.

CONTRACT ANNOUNCEMENTS WINTER 2005

Lotería de Concepción, Chile
Saturn

Beijing Welfare Lottery, China
Multipick

Uniapuestas, Colombia
Multipick

National Lottery, Ireland
Solution System Game Show Package

Loterie Nationale, Luxembourg
Custom Gaming Table

Lagos State Lottery, Nigeria
Criterion II

National Sports Lotteries, Nigeria
Criterion

Totalizator Sportowy, Poland
Emerald

Mahapola Lottery, Sri Lanka
Saturn

USA

Arizona Lottery
Origin Digital Draw System

California Lottery
Criterion II

Georgia Lottery Corp.
Revolution

New Jersey Lottery
Custom Saturn

Lottery Tennessee
Revolution

Washington Lottery
Origin Digital Draw System

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