



## Latin American Lotteries Buzzing with Activity!

- Marie José Vernat

Since joining Smartplay in March of this year, I have been impressed at the sheer variety of lottery activities throughout Latin America. There are organizations using traditional-style draw machines, many designed by Smartplay, which have been excellent support for the traditional number games. With the introduction of new game formats for lotto, keno and promotional games, these lotteries can add more visual appeal to their drawing equipment; and also adopt more advanced technology to reduce time-consuming, less reliable manual drawing processes. Many of these lotteries have also implemented stricter



transparency standards for the drawing processes. Accordingly, many have expressed interest in Smartplay's newest machines and technology which present a fast, easy, completely transparent and highly secure drawing experience, in addition to exciting visual appeal.

*Quisiera agradecer a todos y todas en el personal de loterías en América Latina por tomar el tiempo de explicarnos sus requerimientos y el proceso de sus juegos y sorteos. Para más información sobre los equipos de Smartplay, me puede contactar al +1 703-927-6807 ó por e-mail: mariejose@smartplay.com*

## Ecuador's newest on-line games attract youthful audience

Attempting to reach out to a younger, more techno-savvy consumer, Ecuador's lottery introduced exciting new on-line games in July using Smartplay draw machines. While their traditional games have been steadily successful, the new games were designed with the 30-something consumer in mind. Smartplay's Neptune is broadcast drawing their new daily game, Kabala, where the winner can increase their bet by 50 times, bets being .25¢, .50¢, \$1, \$2, \$5, \$10, and \$20 in USD.

Smartplay's Phoenix draws the bi-weekly Zodiaco numbers and a zodiac sign. Players match one of 31 numbers and one of the twelve zodiac signs to win up to \$40,000 USD. All of these drawings are seen on live, national television and have been very successful to date.



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## Mongolian Lottery has the lucky numbers

Two Jo Co., Ltd. is preparing to launch Mongolia's first on-line lottery, adding to the entertainment opportunities for urban Mongolian citizens. Smartplay has supplied new lottery, "Sports4D," with two sets of six sleek and lustrous Gems to execute the lottery start-up. The four-digit game, drawn three times a week, will select numbers for special prizes and also consolation prize winners.

Two Jo Co. also purchased Smartplay's ball validation system of digital scales and micrometers to help assure the weights and sizes of the balls used in each drawing. Presently lottery tickets can only be purchased in Mongolia's capital city, Ulaanbaatar, but there are plans to expand sales to outlying areas in the near future.



## New York Lottery increases speed through Smartplay

The New York Lottery recently upgraded their Origin Systems™ hardware to be faster, faster, FASTER! The Smartplay Origin System™, which uses its proprietary Random Number Generating software, will now produce certified random data 10 times faster than the previous version. New York is receiving all new code and an upgraded operating system, as well as the incorporation of the other on-line games into the Origin, which allows additional options for



their on-line drawings. The increased speed will allow for significantly increased data pools for third party or in-house certification. The newer system gives New York added flexibility and allows them to easily launch new on-line games and raffles as desired.

In addition to the Origin System™, Smartplay also offers lotteries an array of technology products that support traditional machine use. In response to the industry's desire to more efficiently certify ball weight and size specifications, Smartplay developed

a unique ball validation system.

This system can validate the size and weight of the ball sets for each and every drawing by comparing each ball to an official "weight of record". The validation system is compatible for either standard rubber or table tennis drawing balls or Smartplay's Smart Balls™, used in the Solution System™. Smartplay's Solution System™ uses RFID technology to identify and certify the number of each drawn ball. Curious about what new technology we can offer your lottery? See Smartplay for all of your lottery services.

## Smartplay picks biggest names in sports

What do the NBA, WNBA, and NHL have in common with lotteries world-wide? They all call on Smartplay to supply them with high quality drawing equipment to conduct their lotteries. Or, as the sports teams call them, their draft numbers. Since 1986, the NBA Draft Lottery has used lottery drawing machines to determine which team would receive the first round pick in the NBA draft and the order of the other draft picks.

The NBA Lottery system uses balls numbered 1 through 14 in a Smartplay Standard Daily air mix machine. Smartplay has been the supplier of a standard daily machine and official drawing balls to the



*Smartplay's Standard Daily Machine pictured above.*

NBA since 1993. We also proudly supply the drawing machines used to pick the WNBA and NHL drafts.

Smartplay sent two staff members to accompany the drawing machines to NBA headquarters in New York City this year. As standard procedure, the May 20 drawing was conducted behind locked doors in the presence of independent auditors and representatives from each team with a draft pick, as well as many NBA legends and stars.

[Historical information from the NBA's official web site, [www.nba.com](http://www.nba.com).]

# Philippines choose Saturn for new game launch

Relationships matter to Smartplay, which is why we were thrilled when both the Philippine Gaming Management Corp. (PGMC) and Pacific Online Systems Corporation (POSC) selected us to supply new draw machines for an upcoming game launch. "We could not be happier to continue our long-time relationship with both groups," said David Michaud, Smartplay president.



*MegaGem & Saturn*

Smartplay's Saturn, with its sophisticated look and flexibility

was the choice of both lotteries to best spark interest in the new game. PCSO chairman Sergio Valencia said "We are introducing the most exciting lottery (game), patterned after the Power Lotto (games in other countries)." Their hope is to dramatically increase earnings, which in turn aid those less fortunate in the Philippines.

"Smartplay has been doing a big part for the whole operation by providing highly dependable and reliable draw machines," said Paul Conejos from

POSC. "As a result, when the time came to buy new draw equipment, instead of venturing into a new draw machine manufacturer, we stuck with Smartplay because of their excellent services and high quality products."

Hermie Cuba from PGMC added, "We chose Smartplay draw machines for so many reasons, such as their durability, sleek look, modern technology and user friendliness." And Smartplay looks forward to continuing a long friendship with both Philippine lotteries.

## New draw machines have Solution System technology

Newly-designed Smartplay Messenger draw machines arrived in Georgia this June in preparation for the launch of updated Cash 3 and Cash 4 games. The Messenger, a translucent machine with a contemporary, modern appearance, coincides with a new game and studio look. The Messenger is also equipped with Smartplay's latest technology, the

Solution System. This new technology is capable of reading the encryption in each drawing ball and sending a message to the data center ensuring accurate records and reporting of winning numbers. Smartplay is committed to equipping all of their future drawing machines with the revolutionary Solution System.



## Pachinko wheel increases drama for Lotería Electrónica



Lotería Electrónica, Puerto Rico's lottery, is re-launching their lotto with three new Smartplay Halogens™, replacing their older-model Criterions™. They are also adding a multiplier wheel to increase the excitement of the game and the pay-outs for the lower tier prizes. The Multi-State Lottery Association's Powerball

game uses a similar Pachinko Prize Wheel™, which is also designed and manufactured by Smartplay.

Puerto Rico's multiplier wheel is versatile and easy to use with removable multiplier values which vary the winning odds.

# Smartplay Contract Announcements

## **International:**

- † Dominic Republic, Lotería Nacional de la Republica Domincana: **Saturn**
- † Ecuador, JBG Loteria Nacional: **Phoenix and Neptune, Mercury IV, Phoenix**
- † Canada Bank Note, Grenada National Lottery: **Interactive Gem**
- † Ireland, An Post Lottery: **Custom machine**
- † Luxembourg, Loterie Nationale Luxembourg: **Prize Wheel**
- † Mongolia, Two Jo Company Ltd.: **Gems**
- † Ghana, National Lottery Authority of Ghana: **Criterion II's**
- † Philippines, Pacific Online Systems Corporation: **Saturn and Gem**
- † Philippines, Pacific Gaming Management Corp: **Saturn, MegaGem**

## **USA:**

- † Georgia: **Messenger**
- † Pennsylvania: **MultiDigit Gem**
- † Puerto Rico, Lotería Electronica: **Pachinko Prize Wheel**

## **Rentals:**

- † National Hockey League: **Standard Daily**
- † National Basketball Association: **Standard Daily**
- † Puma: **Standard Daily**

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