

DIGITAL DRAWING SOLUTION REVOLUTIONIZES THE RAFFLE CONCEPT

FOR IMMEDIATE RELEASE

EDGEWATER PARK, New Jersey (March 4, 2014) -- Mail bags and bins of second chance draw entries, bulky slips of hand-written raffle entries, the behemoth mixing drum -- these can be a thing of the past if [Smartplay International, Inc.](#) has anything to do with it. A newly-created digital mixing drum solves those logistical problems and opens up endless opportunities to attract new players and drive sales.

Lotteries, casinos and other gaming outlets need efficient and certifiable raffle drawing results and the solution had been to digitize the drawings. But computerized drawings lose the excitement of a visual event and limit the type of entries that can be used.

Smartplay's [Origin® Digital Mixing Drum](#) provides what a computer algorithm can't. Players get the exciting spectacle of publicly viewing a drawing, while operators gain the ability to mix anything from non-sequential ticket numbers to second-chance tickets. Previously, old fashioned mixing drums were the only option to getting both of these features.

The Origin® Digital Mixing Drum can randomize anything that can be made into a list, create animated and still images of the drawing, populate draw reports, and create auditable log files. But unlike the old mixing drum, this system can be independently certified.

The process for Origin® Raffle Drawings begins when the operator enters the desired drawing parameters such as the total number of entries to be selected, prize tiers and whether or not that tier will be displayed in the animation. The final animated display can show a ticket number or the entry name, as well as the prize.

Once a drawing is completed on the Origin® it is exported by USB to the Origin® Media Portal for distribution to social media outlets, official lottery web sites and any outlet chosen by the user. From initial login through public release with the portal, an entire drawing can take less than ten minutes.

"We are excited by this product's potential uses outside the lottery world," said Smartplay Executive Vice President Tom Markert. "For example, casinos can use it to promote player loyalty or use it for promotional or internal games of chance. Marketing promotions can use our system to promote product games like those used by fast-food chains, clothing lines or sports clubs, for example. There are so many opportunities beyond the lottery industry; I can't even list them all."

"One African customer uses the Origin® Digital Mixing Drum to mix and draw from up to fifty million phone numbers. We created a mapping feature to conduct the raffle drawings from entries on a database which were uploaded into the Origin from a USB. This is a great practical tool for lotteries in emerging markets and for any lottery to initiate a new generation of players."

Established in 1993, [Smartplay](#) is dedicated to the creative design, development and manufacture of lottery drawing equipment. The product line has evolved over the years in response to clients' needs by incorporating the latest technology. Smartplay has maintained international leadership in the area of lottery drawing machines and customized game show equipment. Smartplay is consistently chosen above other manufacturers due to a reputation for quality and reliability. Smartplay is proud to be the choice of the world's most prestigious lotteries.

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