

4 Ways Lotteries Boost Player Fun with Infinity Instants™

Whether to provide a vibrant omnichannel experience or amp-up player favorites such as licensed properties, lotteries are taking advantage of IGT Infinity Instants™ core technology to add fresh excitement to popular games and play styles. Here are some recent and forthcoming U.S. launches that creatively apply this patented digital-printing technology to deliver extraordinary graphics, add striking color to the play area and symbols, and reimagine games as never before possible.

1 IGT Slots with Infinity Instants
 IGT's proprietary slot titles have been a hit for lotteries that have introduced them in the instants category. "These are familiar games many players have enjoyed in a casino environment, filled with bright colors and animation," said Keith Cash, IGT Vice President Global Instant Ticket Services. "With new Infinity enhancements, lotteries can now bring an even more realistic version of the casino games to a printed instants product."
 IGT's Instant Ticket Services team offers lotteries strategic game recommendations based on titles that perform well in casino environments and are relevant to players in a particular market. "Whether as slot games or lottery tickets, IGT Slots titles have always resonated with players," said Cash. "There's a lot of player crossover, and Infinity Instants technology now takes the instant product to a whole new level."



Virginia Gold Bar 7s
 A brand that has found success as both a slot game and traditional instant game, Gold Bar 7s has now been reimaged with Infinity Instants for the Virginia Lottery (uncovered game shown). The vibrant play symbols are designed to resonate with players who are familiar with the Gold Bar 7s slot game. Such enhancements refresh players' connection to the popular brand.



Kansas \$5 & \$10 Day of the Dead Dream Bigger is more than the Kansas Lottery slogan, it's something the Lottery is making possible for players in launching its first Infinity Instants game in May with multiple price points and richly detailed ticket art. Similar to Gold Bar 7s, Day of the Dead (L to R: covered and uncovered) has been a hit as both a slot title and a traditional instant IGT Slots game prior to the development of this Infinity-enhanced version for Kansas players.

2 Omnichannel Experience
 "By offering the same title in multiple channels, lotteries reinforce a consistent branding and play experience, and can leverage brand awareness through marketing," said Cash. "Bringing a retail brand to life online, and vice versa – combined with the possibilities of Infinity Instants enhancements – offers players intuitive, interactive, multidimensional experiences that support engagement."

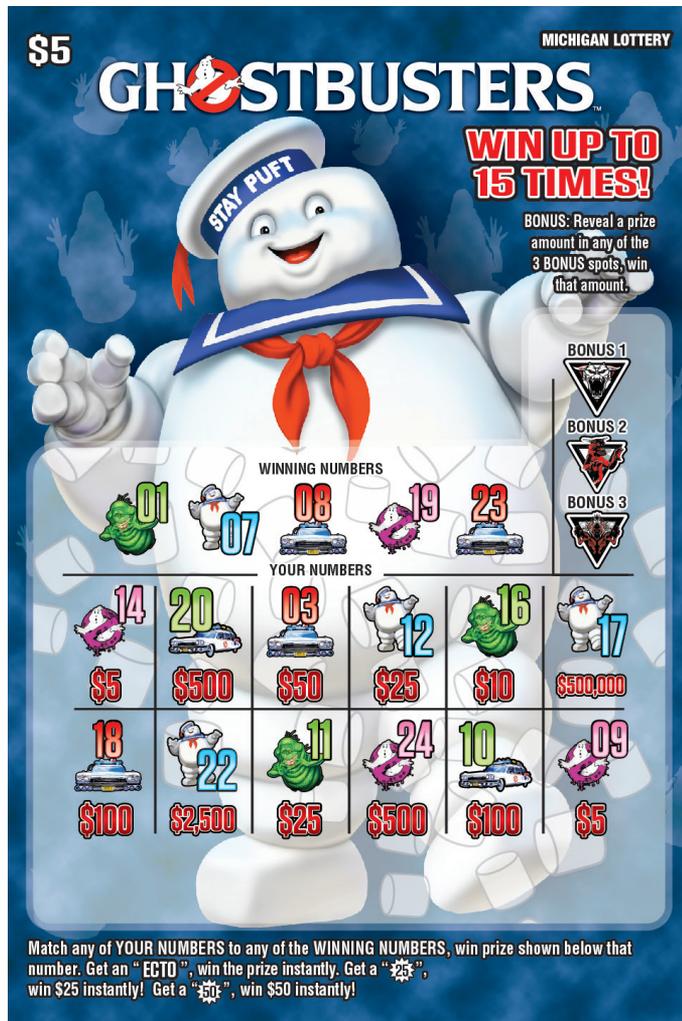
Kentucky Precious 7's
 This popular eInstants game from IGT didn't exist as a scratch-off game until the Kentucky Lottery chose to offer it as part of a new omnichannel experience for players. IGT collaborated with the Lottery to develop not only the retail version of the game with Infinity Instants enhancements, but also a new Precious 7's Fast Play game. Kentucky players can now enjoy an exciting and immersive experience no matter how they choose to play.



Texas \$2 Lucky Shamrock

The ability to enhance symbols under the scratch-off coating with vibrant color is a player-appealing enhancement to any game and lends itself naturally to key number and symbol match games. The Texas Lottery's \$2 Lucky Shamrock game (shown uncovered) launched on January 16, 2023, and features 10 classic lucky symbols in full color. After 12 weeks of sales, it indexed at an impressive 133.

3 Ghostbusters™ with Infinity Instants
 Fans around the world know the Ghostbusters™ franchise as action-packed, colorful, and larger-than-life. No longer does a retail game based on this favorite need to exist in a world of traditional “grays” under the scratch-off coating. This wildly popular blockbuster has experienced tremendous success and staying power over the past 30+ years and has continued to reinvent itself. The latest reimagining of the Ghostbusters game will delight its devoted fan base with iconic graphics and full-color Infinity Instants enhancements to the play symbols and the uncovered art, to bring a look and feel that is authentic to the franchise.



Michigan Ghostbusters™
 Launching this fall is a 12-scene Infinity Instants Ghostbusters game (one scene pictured, uncovered) developed by IGT specifically for Michigan. It was the highest performing licensed property in the Lottery's focus-group testing.

4 Traditional Games with Infinity Instants
 The technology behind Infinity Instants offers unlimited creative potential for all types of instant games.

Along with the introduction of exciting and entirely new play mechanics—which IGT is beginning to release to the market this year—it is equally adept at refreshing beloved, classic play styles and featuring as a fun innovation on any price point or family of games.

“When a player scratches an Infinity Instants game, the innovation is visible, and they know that the lottery is doing something new and even better than they remember, supporting relevance, engagement, and repeat play,” said Cash. “This is where our investment in bringing an innovation like this to the marketplace works to benefit the wider industry, refreshing players’ association with lottery.”



N.C. \$10 Triple 777
 The North Carolina Education Lottery's slots-style \$10 Triple 777 launched on December 6, 2022, and features 15 games/spins, each using iconic full-color slot symbols (uncovered shown). At 12 weeks, it indexed at 112, and the game has been reordered.

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