

IGT's GameTouch™ 20 Opens New Doors to Retail



Retail

KEY TAKEAWAYS

- The GameTouch™ 20 opens new doors to retailers who limit the footprint and sightline of lottery vending machines in their store.
- Successful rollout of the GameTouch 20 is supported by IGT's Retail Sales and Execution and Field Services teams.
- GameTouch 20 was named Lottery Product of the Year at the 2019 International Gaming Awards.

SITUATION

Retailers — and larger chain stores in particular — historically have been limited in what lottery products they can or want to offer for a variety of reasons, including the space required to sell lottery products, the added burden on staff, or the profitability compared to other products. To drive lottery sales growth and channel expansion, an innovative solution was needed to enable such retailers to offer traditional lottery products, provide additional lottery product facings, and ultimately increase same store sales.

SOLUTION

To expand the opportunity to introduce lottery retail sales to more retail self-service areas, IGT devoted substantial research and development to creating the GameTouch 20 self-service lottery vending machine. The GameTouch 20 allows retailers to offer players a 20-bin instant ticket planogram along with a full portfolio of draw games, and was designed with both player and retailer convenience in mind: At 54 - inches tall, the machine meets the requirements of some chain retailers for a lower profile footprint and sightline than

more traditional lottery vending machines. And, to deliver a fast and easy user experience on a compact machine, developers optimized the experience with an angled, horizontal screen and similar touch-screen technology used in the widely deployed and commercially successful GameTouch™ 28 self-service terminal. The machine is also equipped with a cashless transaction system for jurisdictions where the technology is permitted.

In addition to offering industry-leading solutions in lottery technology, IGT also offers significant expertise in retail and sales expansion. The members of IGT's Retail Sales and Execution team bring highly specialized experience and a view of retail operations from the inside-out to support lotteries in driving incremental sales increases by adding retailers, facings, player-focused marketing opportunities, and much more.

RESULTS

Since the first GameTouch 20 was deployed in North Carolina in November 2018, the 91 machines now in the field there have generated over \$2.2 million in incremental sales for the Lottery. The strategic rollout, involving classroom and in-store training, involved a coordinated effort between IGT's Field Service and Marketing teams, the North Carolina Education Lottery, and key retailers.

Since the initial launch in North Carolina, new GameTouch 20 terminals have been installed in Georgia (118 units), Florida (109 units), Washington (63 units), Missouri (116 units), Tennessee (10 units), and most recently Virginia (5 units)*. In Washington, the site team worked closely with the Lottery to develop an installation plan, including a comprehensive training program for retailer staff and daily visits from IGT's Training and Marketing Consultants.



"IGT has been an integral partner in the expansion of vending using the GameTouch 20 in Washington State," said Bobby Frye, Corporate Accounts Manager, Washington's Lottery. "By providing high quality retailer training, recognizing the importance of preparing equipment in advance, and showing attention to detail in sales trends and reporting, we have been able to expand our sales presence in a nationally recognized account."

By the end of 2019, more than 1,100 GameTouch 20 units will be deployed in 10 states.

The successful development and deployment of the GameTouch 20 did not go unnoticed by the industry. At the 12th annual International Gaming Awards in London in February 2019, the GameTouch 20 was named Lottery Product of the Year, recognizing excellence and innovation that enhance the gaming experience, as judged by a panel of international gaming industry experts. This was the second consecutive year an IGT product won the IGA's Lottery Product of the Year award, following PlaySpot™ in 2018.



*As of 9/1/2019

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