

Increase lottery sales at retail using Abacus Digital

Abacus Digital is part of our evolving portfolio of services to lottery. Through **Abacus**' connectivity to a retailer's existing Point of Sale (POS) system, delivering traditional 'Print on Receipt' draw based game tickets, we have expanded the service to include digital lottery play.

Abacus Digital allows lottery players with an app on their smartphone or portable device to purchase Powerball, Mega Millions and digital instant win games through **Abacus**-enabled cash registers in retail stores.



So how does it work?

National, local draw based games and digital instant win games

1. Abacus Digital can be integrated / embedded directly into a lottery or retailer app
2. Players select games from a menu, which are placed into a virtual basket
3. Upon checkout in the app, a unique barcode is generated for each basket
4. The player presents their mobile with the unique barcode to the cashier, which is scanned as part of their normal shopping experience just like all other items in the basket
5. Upon payment the games are requested and then activated from the lottery system and the tickets are printed on standard receipt paper or delivered digitally to the mobile app
6. Players can participate in rewards programs, second-chance draws and other game play, all enabled by Abacus through the app
7. Players have several options to cash out their winnings such as through a standard lottery terminal, a digital wallet in-lane etc retailer using existing lottery terminals



Stay current, attract new players and boost sales using the Abacus Digital

There are benefits for everyone when making lottery digital

For the Retailer

- Consumers play in-lane within the retail outlet, keeping the digital experience connected to the retailer
- Generate incremental revenue by making it more convenient to reach existing and new players via mobile
- All games are purchased and all prizes are cashed at the retailer so it is not internet wagering
- Speed to market enabling incremental increase in lottery sales
- Uses Abacus' connection to the retailer POS, no additional hardware needed

For the Lottery

- Enables lottery games to be ordered and played digitally
- Strengthens the lottery player relationship through mobile marketing
- Generates incremental revenue by making it more convenient to reach existing and new players on mobile devices
- Provides access to a new generation of players who are looking for digital ways to play games with instant gratification
- This is not internet wagering, no iLottery licence required
- Ability to rapidly refresh games with new games that can be brought to market instantly

For the Consumer

- Ability to play and win on mobile
- Ability to buy in store whilst doing their normal grocery shopping
- Easy to play and pay for games with the app and barcode technology supported by Abacus Digital
- Lottery ticket is printed on white-paper receipt or sent digitally to their mobile
- Lottery and retailer can add new games instantly to keep the experience fresh



Direct to
Consumer



Retail
on Mobile



Retail
Online



Retail in
Store

ABACUS solutions international group

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