



Smartplay & Randomaker



Collaborate to offer lotteries exciting new possibilities!

Smartplay is excited to announce a new agreement with Randomaker, the UK-based graphics system provider. We are now able to offer Randomaker's ground-breaking new TV draw graphics.

Randomaker's unique Graphics System replaces a traditional TV studio with the computerized graphics developed for TV shows like *Who Wants to be a Millionaire* and *Deal or No Deal*. It works by combining TV pictures of a traditional ball machine draw with high quality, innovative video and 3D graphics and imaginative number animations. The entire draw show is broadcast through the Randomaker computers resulting in huge savings in TV studio equipment and personnel costs.

Guatemala already on-board & on-line

Smartplay and Randomaker are already collaborating successfully in Guatemala where the Randomaker system broadcasts all the draws for Supreme Gaming Ltd's three daily games: Al Chilazo, La Gran Loto and El Suertudo. All three games are drawn by Smartplay machines.



Randomaker founders Chris Goss and David Walton pictured with the Guatemala draw on the Randomaker website.

Flexible & adaptable

The Randomaker Graphics System is so flexible it can handle almost any video or graphics content as well as being easily configurable for new graphics, promotions and games. Consequently, the drawings can be tailored to a lottery's individual marketing requirements and can reflect the lottery's image and key messages as effectively as its advertising.

Randomaker's system also allows for product sponsorship, enabling the lottery to sell advertising space within the broadcast, thereby offsetting the costs of production and airtime. The system is simple to operate, with a proven, user-friendly operator interface and is completely auditable and secure. Randomaker will also interface with our Origin System™, Smartplay's digital drawing system.

A new turnkey drawing solution

Our collaboration with Randomaker also means that, by offering a range of additional drawing services, together we can give customers a complete turnkey drawing solution, tailored to their needs. These additional services include:

- Studio system configuration • Draw content & graphics design • Studio construction • Training •

Randomaker founders David Walton and Chris Goss have over 50 years of combined experience in television, Lottery and Computerized Graphics Systems.

For more information please contact:

David Michaud at Smartplay or David Walton at Randomaker david@randomaker.com, telephone + 44 7778 057981 (cell) or + 44 2920 712 482 (landline).



Randomaker graphics for Guatemala Supreme Gaming's La Gran Loto

Pan Malaysian Pools

Modernizes with a Smart Solution

In a move to rejuvenate the image of their 3D and 1+3D games, Pan Malaysian Pools (PMP), one of Malaysia's premier lotteries, purchased Smartplay's Solution System™ and the Solution Authentication System™. Smartplay's Executive Vice President, Tom Markert; Project Development Engineer, Matt Dillon; and PHP Developer, John Walters traveled to Kuala Lumpur in January to install the new systems and give specialized training to the Pools' staff.



Automatic Number Recognition

PMP replaced their older draw machines with new, stunning, diamond-shaped Gems® and Smartplay's Solution System® enhanced ball sets. The Solution System technology uses radio frequency identification to verify numbers drawn on a traditional draw machine. It can instantly

post the number to a state of the art DLP projection screen, easily visible to the live studio audience.

Used in conjunction with the Solution System, the Solution Authentication System® automatically identifies, screens and compares the balls to their original specifications. Able to archive log files for each test, this system is a revolutionary way to validate lottery balls used in daily drawings.

New look for a New Year

Pan Malaysian Pools plans to incorporate their smart, new look into upcoming Chinese New Year celebrations. In the Western



To our many Malaysian and Chinese friends, Gung Hay Fat Choy! (Happy New Year!)

calendar, the Chinese Year of the Rat begins February 7, 2008. Players will see the exciting, updated production when they watch the 3D and 1+3D numbers pop up on the machines, splash onto the display screens behind the machines and appear overhead on the large display screen. In each of the games, players choose digits from a pool of 0 to 9, forming either the "3D" three digit number or

"1+3D" four digit number. PMP draws this game two times a week. Pan Malaysian Sweeps is also anticipating using the new Smartplay technology in their draws shortly.

New Products...

NEPTUNE

Recently acquired by Israel's Mifal Hapais Lottery. The Neptune single digit draw machine is ideally suited to the most elaborate drawing requirements. It is a highly efficient, and versatile drawing machine for 2D, 3D, 4D, Joker or Bonus number games.



Pictured with the Neptune at Smartplay's facility is Oved Hazan and Oved Kalina of Mifal Hapais

PHOENIX

The Phoenix lotto draw machine is suitable for all lotto game matrices. Unique lighting features add to the dramatic presentation. Available with The Solution System®, automatic number identification. Recently purchased for use by Loteries de Kinshasa in the Dem. Rep. of Congo.



New Faces...



Matthew Dillon, Product Development Engineer

In June, Smartplay welcomed aboard **Matthew Dillon as a Product Development Engineer**. His primary responsibilities at Smartplay are contributing to the success of the Origin and Solution Systems. He is a former IT Administrator with experience serving the casino industry. Matt earned a Master's in Information Security, emphasis on Project

Management, from Colorado Technical University and holds his B.S. in Computer Information Systems from Nova Southeastern University in Davis, FL. A native of New Jersey, Matt is a member of Theta Delta Chi and is interested in martial arts and guitar.

New Faces...



*Marie José Vernat,
Marketing Consultant*

Smartplay is pleased to announce that Marie José Vernat will be joining us as Marketing Consultant in March, to provide support to our international sales department with special emphasis on Europe and Latin America. Marie José brings with her 24 years of experience in the Lottery industry. In 1984, she joined the team of Public Gaming Institute and was put in charge

of promoting the ILAC (formerly ALAC) meetings with Latin American Lottery Directors and setting up trade shows in the Caribbean and South America.

Her in-depth knowledge of the Latin American gaming market and her sensitivity to the many cultural differences in that region brought her to conduct comparative research studies for European and Caribbean lotteries and organizations. Due to her journalistic background, she was asked in 1993 to become the Editor/Publisher of the CIBELAE Review, a position she kept until 1997. In 1995, at the request of Polla Chilena, then president of CIBELAE, she organized, in Chile, for the 5th CIBELAE Congress, one of the largest and best attended CIBELAE trade shows.

Marie José resides in the U.S. and has both French and American citizenship. She is fluent in English, French and Spanish languages. mariejose@smartplay.com
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New Faces...



*Mariana Burachok,
Marketing*

Smartplay International further expands their personnel to include Mariana Burachok. Mariana, who has a degree in Marketing from Penn State, also brings experience in customer relations, international studies and web design. Fluent in English, Ukrainian and Russian, and proficient in Polish, Mariana is looking forward to focusing

and energizing Smartplay's marketing strategies.

Mariana will help Smartplay gain additional traction within the Eastern European markets and improve the company's tradeshow visibility and internet exposure.

A recipient of two achievement-based scholarships at Penn State, Burachok has experience in student affairs marketing for the university, for a multi-national direct marketing firm and also prior customer relations experience. Her energy and fresh ideas will be welcome assets to Smartplay's talent pool. mariana@smartplay.com



...and New Places

Smartplay International moved headquarters and production facilities in Spring of 2007 to a new, larger facility in Edgewater Park, New Jersey. While the move itself was stressful, the new facility provides Smartplay with many advantages. The new location is much more convenient for visiting clients and vendors being closer to Philadelphia and it's International Airport. The new building expands production capabilities and access to technological resources such as T1-data lines.

"While our previous setting was more rural, we feel like the new urban location will enable us to better serve our customers," said Smartplay Vice President Tom Markert.



NEW Contract Announcements

Ireland, An Post Lottery
Custom Game Table

Israel, Mifal Hapais: Neptunes

Jamaica, Supreme Ventures
Super Bingo

**Dem. Rep of Congo, Lokin,
Loteries de Kinshasa:** Phoenix

Malaysia, Pan Malaysian Pools
Gem with Solution System

Mexico, Pronosticos: Super Bingo

Norway, Nordic Lottery: Gem

Philippines, PGMC: Saturn

Poland, Totalizator Sportowy: Emerald
Puerto Rico, Loteria Electronica:
Halogens

USA

PA Lottery: Gems, Satums

VA Lottery: Origins

South Carolina: Emerald

Texas: Multipick4



New Announcements... *Virginia Purchases Smartplay's Origin Digital Draw System™*

The State of Virginia Lottery is the latest state lottery to invest in the flexible and innovative Origin System produced by Smartplay. Virginia plans to use the Origin System, a true random number generating system, to add raffles and other novel products to its on-line drawing assortment.

The Virginia Lottery staff was impressed with how the system operated when they originally tried it as a rental this past July. Virginia Lottery began using their new Origin System for the New Year's Millionaire Raffle in December 2007.

The Origin™ was first launched domestically by the New Mexico Lottery Authority in September 2004. Smartplay designed the innovative digital drawing system for simplicity and security. The system, with code meeting the federal government standard FIPS 140-2, was independently reviewed, audited and certified by Secure Software of Chantilly, Virginia prior to launch in NM.

In addition to Virginia and New Mexico, other states using the Origin include Arizona, Ohio, Tennessee, Washington State, and New York for daily drawings or special event/raffle style drawings.



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