

New Jersey Lottery chooses Smartplay International



Edgewater Park, NJ (January 2, 2012) – Smartplay International, Inc. provided spectacular new Mercury 3 and Mercury 4 draw machines to the New Jersey Lottery in June of 2011. The new compact Pick3 and Pick4 draw machines save set-up time and studio space while making the draw faster and more attractive.

On July 1st 2011 New Jersey Lottery became the first in the U.S. to stream daily draws live on Facebook. According to Michael DeCheser, New Media Director for the Lottery, to do this the lottery had to build a modern studio located in Lottery Headquarters to conduct and broadcast the draws. "Our new studio is equipped with the new draw machines and state of the art video production and streaming equipment. Live streaming our draws online at NJLottery.net and Facebook will allow for players to interact with us and each other, making the draw a more dynamic experience," said Michael DeCheser.

Completing New Jersey's collection of draw machines are two Saturns used for the Cash5 and Pick6 games. When compared with other manufacturers, Smartplay is proud to be New Jersey #1 choice.

Smartplay's Mercury has quickly become the popular choice, now drawing numbers for 15 lotteries on five continents.

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 thereby maintained a position as international leader 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.

ABOUT NEW JERSEY LOTTERY

Since its inception in 1970, the New Jersey State Lottery www.state.nj.us/lottery has contributed over \$20 billion to State educational programs and institutions. The New

Jersey Lottery saved taxpayers over \$930 million in fiscal year 2011 by returning game proceeds to important educational programs and State-run facilities. More than sixty-one hundred businesses throughout the Garden State prosper from their partnership with the New Jersey Lottery. Among the Lottery's beneficiaries are: veterans homes, community and other colleges and universities, school nutrition programs, homes for the developmentally disabled, psychiatric hospitals, higher education scholarship programs, and the Marie Katzenbach School for the Deaf.

Source: Smartplay International, Inc., Edgewater Park NJ, USA
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