



As Seen In La Fleur's Magazine

SMARTPLAY INTERNATIONAL'S DRAW TURNS SOCIAL

Winning competitive drawing machine bids rarely comes down to a popularity contest, but thanks to the latest innovation from Smartplay International, it's about to get a lot more social.

"One of our most exciting new products is the Origin Portal, which we will be introducing at the upcoming NASPL conference in Rhode Island," said Mariana Mokritski, sale and marketing associate at Smartplay. "It's virtually your portal to easily distribute the draw results to any media

outlet you choose."

The Origin Portal was developed as a response to lotteries broadening their range of media outlets to include social media sites.

"It will be the key to instantaneously distribute the winning numbers to all the social media sites like Twitter, Facebook, etc. as well as news networks and websites," said Mokritski.

Many of the company's domestic clients are interested in using The Origin®, a Digital Drawing System and graphic compilation device for either daily draws or raffles. The Origin Portal builds on Smartplay's previous breakthroughs in hybrid digital and traditional draw machine innovations.

Many of Smartplay's international clients are showing increased interest in the Solution System, which uses Radio Frequency Identification (RFID) technology.

The Solution System provides real-time, instantaneous and reliable winning number identification. The system reads a 16-character numeric serial number on a chip within each ball.

"Our Solution System continues to be very strong. With its ability to recognize winning numbers using RFID, it is a perfect bridge product between traditional and digital packages. Particularly in casino or Internet gaming where fully automatic function and number identification is critical, there is substantial interest in this technology," said Tom Markert, executive vice president at Smartplay.

Smartplay continues to build upon its success in providing traditional ball machines, custom draw equipment and its Digital Drawing System to a number of lotteries. "We were awarded contracts by a few new domestic clients like Hoosier Lottery in Indiana, North Carolina Education Lottery, Connecticut Lottery, and Illinois Lottery," noted Mokritski. "Our international client list has grown tremendously."

This year Smartplay delivered Halogens and Gems to Kyrgyzstan and Uruguay, respectively. Equipment production is underway for Cambodia, Panama, Philippines, Thailand and Vietnam. Along with new clients came new machine designs, The Comet and The Viper. "We were very excited to collaborate with our clients on these new projects. We predict The Comet and The Viper to be an instant hit," said Mokritski.

