



Changing lives in Africa:

Phoenix Bingo machines introduced in Malawi

Landlocked Malawi in southeastern Africa is surrounded by Mozambique, Zambia and Tanzania; home to stunning freshwater Lake Malawi, the Mulanje mountain range and picturesque Zomba plateau. The 15 million people of Malawi have earned a reputation of being the friendliest people in Africa. Now, Malawians also have the opportunity to dream big as lottery winners since the launch of Malawi's first national lottery games.

National Lottery Group (NLG) is the sole operator of Malawi National Lottery. Last year, NLG Chief Executive Officer Andrew Cheng met with Smartplay's Tom Markert and Mariana Burachok in Australia to discuss the Malawi project. Tom was impressed with the plans for Malawi's launch, coordinated by eGame Solutions, Inc., a subsidiary of M.POS Holdings.

"I was eager to collaborate on the design for their lotto machines and felt a positive synergy among our companies," Tom said.

Based on Smartplay's Phoenix Bingo draw machines, Cheng and M.POS provided

custom requirements that gave an entirely different feel to the original machine. The two completed air mix draw machines both have automatic control, display up to 90 balls and can select 90. They use a ball display rack built for a regular lotto game and also use an extension rack for use with bingo games. The base is surrounded with hidden blue LED light, replicating the effect of opera lights. An additional yellow plate is used during the Lotto game to cover the front of the winning display rack which would otherwise have been used for the bingo game. The two machines are designed to be interchangeable, acting as back-up for one another if needed.

In each draw, six numbers plus an extra number are drawn out of 36. The first six numbers are the "Main Drawn Numbers" and the last number drawn is the "Extra Number." The Lotto 6/36 nationwide lottery is conducted twice a week, on Tuesdays and Thursdays, with a jackpot of (Malawian Kwacha) MWK 10 million or more which accumulates until it's won.

Malawi National Lottery has already deployed over 2000 sales outlets across the country, including Mobile Lottery Vans to reach outlying areas. Andrew Cheng said the games are not a luxury, "but an economic boost as they create jobs and reduce poverty levels in the country."

"In hand with the National Lottery Group, our aim is to provide 15 million Malawians with the most innovative, value-for-money experiences, noting that it applied the same top-quality standards to the contributions to community," said Gary Cheung, CEO of eGame Solutions.

Malawi National Lottery is a locally incorporated company with foreign based individuals from Israel and Hong Kong as its main shareholders. eGame Solutions is appointed as its sole technology and management provider. National Lottery Group (NLG) is the sole operator of Malawi National Lottery (www.malawilottery.com) with exclusive license granted by the National Lotteries Board.

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NJ Lottery: transition from televised draws to live streaming online only

The New Jersey Lottery broke new ground this summer, becoming the first US lottery to live-stream drawing results via internet and social media. After 40 years of daily



drawings, NJN (New Jersey Public Television and Radio) ceased broadcasting the New Jersey Lottery numbers. The Lottery transitioned to the net and Facebook as of July 1, 2011. Players are invited to watch via web or mobile phone. This was all part of a major cost saving measure when the state ceased operating the public television and radio stations, forcing the lottery to re-think the way the numbers were disseminated to players.

Today, the daily numbers are drawn at Lottery headquarters in a

dedicated drawing studio, and as before, remain open to the public to witness. Smartplay International supplied the latest Mercury 3 and Mercury 4 draw machines for the newly-constructed studio. The sleek, compact drawing machines saved set-up time and conserved space and made the drawing quicker and still attractive. The Mercury draw machines used by New Jersey are fast becoming some of the most popular lines created by Smartplay, currently used by 15 lotteries on five continents. Smartplay's Saturn draw machines also

select the New Jersey Cash 5 and Pick 6 games, as can be seen in action on NJLottery.net. New Media Director Michael DeChester has said, "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."

Today, the New Jersey Lottery's Facebook site has over 43,700 "likes." The Facebook site is used as an additional outlet for news releases, contests and promotions. Players can even get draw results via Twitter – within seconds of the live drawing.

Moldova Lottery Kick Off

The Moldovan public now have the opportunity to play the lottery by participating in the first National Lottery of Moldova, which was officially launched on 15 February 2012. Wholly owned by the Ministry of Finance, Loteria Nationala A Moldovei (LNM) is the official state entity duly authorized to carry out activities in the field of lottery and gambling. (<http://lnm.md/en>)

The lottery is based on Short Message Service ("SMS") technology, enabling anyone with a mobile device to participate. The unique SMS technology is provided by Amaya Gaming Group, an entertainment solutions provider for the regulated gaming industry.

The selection of Smartplay equipment to draw their daily numbers



fit perfectly with LNM's vision. The Halogen model draws the winning numbers for the National Lottery's "Millions for Moldova" game. The lottery machine selects six (6) unique numbers from a range of one (1) through forty eight (48). The machine's silver color illuminates in a beautifully lit green studio. You can see Smartplay's Halogen in action on YouTube's page:

<http://www.youtube.com/user/MilioaneMoldova>

Mr. Ion Antohi, the General Director of the LNM, wishes participants success and good luck, while reminding everyone that the Lottery will act, based on their five main values: integrity, transparency, social responsibility, customer care and respect for employees.

The versatile Halogen – an industry staple



“The Halogen concept has been morphed for use in every lottery game imaginable. From digit games like Pick 3, Pick 4, and Joker, to Lotto, Keno and even Powerball®, the Halogen really is a reliable industry workhorse”

Lotteries and the gaming industry are constantly searching for new ideas to meet the capricious attention of players. Likewise, it is an ongoing process for the designers at Smartplay International to dream up new designs or modify existing models into even more dazzling and appealing draw machines. The Halogen is a perfect example of a versatile, evolving machine design.

The latest version of the Halogen is in use in Ireland by the TellyBingo TV Gameshow. Check out AnPost, the Ireland National Lottery’s web site or RTÉ television’s link to see the machine drawing the TellyBingo winners. This innovative design has angled facets resembling an enormous translucent

football or soccer ball. They have enhanced the show with creative graphics mimicking the look of the machine as well.

“The Halogen concept has been morphed for use in every lottery game imaginable,” said Smartplay Vice President Tom Markert. “From digit games like Pick 3, Pick 4, and Joker, to Lotto, Keno and even Powerball®, the Halogen really is a reliable industry workhorse.”

First introduced to the public in 1999 by the UK’s Camelot, the Halogen has since undergone multiple transformations and continues to be recreated to evoke enthusiasm from players. Camelot used it to launch “Thunderball,” a game which has draws three times a week. Those machines were redesigned later as the Halogen II, distributing the balls down alternating sides of the lit chamber, with an ultramodern polished look.

Smartplay revised that original Halogen design for the Multi-State Lottery Association’s Powerball® game over ten years ago and updated that design further when Powerball’s® drawing location was moved from Iowa to Florida in 2009. Lotto Quebec is using the Halogen Keno design today.

Seventeen international lotteries have the Halogen or Halogen II in their game rotation. The Halogen and Halogen II use solid rubber balls or “Smartballs” equipped with Smartplay’s Solution System for added security. A microprocessor controls machine functions which allow drawing parameters such as mixing time and the interval between each selection to be easily controlled by the operator. The versatility of this drawing machine is obvious by the number of clients requesting the product.



Smartplay Neptunes add to the world-class experience at Phnom Penh top casino

NagaWorld Casino in Phnom Penh took delivery of six of Smartplay’s Neptune drawing machines at the end of 2011. Two Neptune I, two Neptune III, two Neptune VI, and an additional display-only model headed to the entertainment floor of Phnom Penh’s biggest and most prestigious entertainment venue.

The metallic, avant-garde appearing Smartplay draw machines are used in progressive digit games that draw multiple 3-, 5-, 6- and 7-digit numbers. The air-mix machines are operated remotely, easily interchangeable to provide flexible options for a variety of games. “NagaWorld offers their guests and players a first-class product. We were honored when selected to contribute our own high quality products to their entertainment venue, enhancing their players’ gaming experience,” said Smartplay President David Michaud.

NagaWorld is reported to be one of the first and best-in-class entertainment hubs in fast-emerging Cambodia, occupying over 1.2 million square feet with more than 500 suites and rooms, a luxurious spa, designer shopping gallery, food & beverage outlets, trendy music clubs and the country’s largest hotel convention spaces. They have secured a 70-year casino license, and are fortunate to hold a 41-year gaming monopoly for a 200km radius of Phnom Penh.



Contract Announcements

85 new placements worldwide!

AFRICA

Two **Bingo Phoenix**

ASIA

One **Console**

Five **Gem**

Two **Halogen II**

One **MegaGem**

One **Magnum**

One **Mercury 4**

One **Neptune**

One **Neptune 4**

Two **Super Bingo**



EUROPE

Two **Custom Machines**

Twenty **Galaxy Bingo**

One **Halogen**

Six **Neptunes**

NORTH AMERICA

Two **Criterion II**

Eleven **Galaxy Bingo**

One **Keno Halogen**

One **Mixing Drum**

Five **Mercury 2**

One **Mercury 3**

Five **Mercury 4**

Two **MultiPick 5's**

Three **Saturns**

One **Wheel**

OCEANIA

One **Custom Revolution**

SOUTH AMERICA

Two **Emerald 6**

One **Gem**

Two **MegaGems**

One **Phoenix**

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