



The roaring casino brand Wild Life Clusters is an omnichannel crowd-pleaser for Loto-Québec, in retail and online.

The Omnichannel Experience – All Fun for All Players

There are printed games. There are elnstant games. And then, there are games that deliver an omnichannel experience!

As the partner that offers multiple routes to success, IGT supplies lotteries with the opportunity to replicate and amplify the fun and ambiance of players' favorites, in store and via digital channels. Bringing a retail brand to life online, and vice versa, gives players an intuitive, interactive, multidimensional experience.

Popular printed games coupled with elnstant counterparts generate added engagement and reinforce a consistent branding and game experience. "With IGT's omnichannel titles, we can offer players brands that are familiar, so they can be confident when exploring the digital channel," said Chris Costello, Senior Director, elnstant Content, iLottery, IGT.

WILD LIFE

Such opportunities to deliver the omnichannel play experience have been embraced by Loto-Québec, which leverages players' brand awareness of the omnipresent Wild Life brand title. When Québec players talk about Wild Life Clusters (La Faune Frimée), they could be referring to the popular IGT brand showcased on video lottery terminals (VLT), scratch tickets, and/or elnstant games. Wild Life has been a best-selling video lottery brand and has now "gone wild" in multiple environments.

"When we know a game is working well in other types of products that our customers are enjoying, we explore bringing it to retail," explained Catherine Dumont, Product Manager Instants Category, Loto-Québec. "Players who know the game from video lottery terminals at restaurants and bars now buy a scratch ticket featuring the Wild Life brand they enjoy."

At retail, Wild Life is available as La Faune Frimée, in the French language. Online, players follow the call of the wild in this animal-themed game with tumbler mechanic, accessing it via elnstants in both English and French. Players take a safari adventure and hunt for exotic riches in the game The Wild Life Clusters. When they collect clusters of matching majestic animals, they win prizes. If the Tracker Symbol appears, it may clear the way for richer wins. Players may even trigger the bonus game for chances to collect big-cluster wins.

When it comes to marketing, "Loto-Québec promotes omnichannel content on the website and on tickets to spread awareness of the multiple opportunities to play," noted Catherine Gladu, Product Manager elnstants Category, Loto-Québec.

LINKED WINS

Linked Wins is an innovative IGT game mechanic that gives players additional

ways to win, developed using the company's exclusive, patented Infinity Instants™ digital printing platform. This visually intuitive feature creates added layers of gameplay by adding vivid colors and easily identifiable patterns to the play area below the scratch-off coating. This simulates features such as progression, levels, and another chance to win.

IGT's 50X the Cash is the first omnichannel experience title developed with the Linked Wins feature and branding. In the eInstant game, 50X the Cash Linked Wins grabs the gold for players who match numbers to win prizes, seek out instant-win multipliers, or link any match wins to get prize multipliers. Another popular element of the eInstant game: revealing the Blue Diamond triggers a Free Turns Bonus for even more chances to win.

"This approach gives us a unique opportunity to not only extend popular game titles, but also play features across channels, as we're doing with Linked Wins," said Tony Lucci, IGT Director of Marketing, Instant Ticket Innovation. The retail version of 50X The Cash translates the fun of the eInstant game to a retail game. "When it comes to omnichannel, IGT can not only create the same graphics

for both channels, but also approximate the mechanics in both channels."

"We were excited to work with our Instant Ticket Innovation Team to create a new entertainment experience for eInstant game players," declared Chris Costello. "The IGT eInstant Studio added the immersive dimensions of sound and movement to enhance game play and bring the game to life in the digital channel."

A significant and subsequent recent omnichannel release from the X the Cash family of games is 50X the Luck. Players can find their online pots of gold with the digital game, which features free turns and up to 50X multipliers plus wins that are linked together to delight players... and leprechauns. Players can enter the enchanted forest of big rewards. They might see the lucky leprechaun peeking from the clover, match numbers to win prizes, discover instant win multipliers, or link any matched wins to earn prize multipliers. Lucky players who reveal the Leprechaun's Shoe could trigger the Free Turns Bonus and even more chances to win. A retail game for 50X The Luck is also available, which will bring exciting bonus features to retail players using Linked Wins.

With consistent branding for both scratch-

off and eInstant, Linked Wins is truly a winning omnichannel experience for players and an exciting opportunity for lotteries.

THE OMNICHANNEL EXPERIENCE

To support lotteries' growth and ongoing relevance by delivering new player experiences, IGT titles that are successful as eInstant are coming to retail, and favorite retail games are becoming available online for players. This includes proprietary, homegrown IGT brands and favorite licensed content.

Today's operators can now collaborate with a partner that can help them offer players a truly holistic, immersive experience — one that is exciting and enjoyable both in store and online. Omni means all; all paths to engagement exist when operators have opportunities to serve customers in all the ways that are meaningful to them. Lotteries can be all things to all players, thanks to IGT's innovation. ■

To learn more about how IGT's approach to the omnichannel player experience can help enrich lotteries for players and bring retail brands to life, please contact your IGT Account Manager.



Developed on IGT's exclusive Infinity Instants™ digital printing platform, Linked Wins is an innovative IGT game mechanic that uses color and pattern to offer players more ways to win and is adaptable to both retail and digital games.