

OMNIA & Upward

Introducing IGT's OMNIA™: A transformative solution to evolve the player experience and drive the next phase of growth for lotteries.

Consumer expectations and behaviors have changed rapidly in recent years. They are now defined by a growing familiarity with digital experiences and consumers' desire to move seamlessly between the channels in which they shop and transact.

OMNIA™ provides lotteries with all the functionality required to adapt to constantly evolving technology and changing consumer expectations—no matter where a lottery is on its retail-to-digital journey.

Through the integration of IGT's established Aurora and iLottery systems, OMNIA™ provides the industry's first truly player-centric, omnichannel system, facilitating a transformation of the lottery operational model.

- Enables lotteries to offer a variety of convenient, digitalized player services at retail — what IGT calls Connected Play — whether they offer iLottery or not
- Allows players to begin their journey in one channel and complete it in

OMNIA™ is the ultimate in digital/retail integration — a comprehensive and modular solution that **gives lotteries the means to digitize the retail experience**, whether they offer iLottery or not.

another, if desired, creating a seamless experience that increases convenience and engagement

- Facilitates new contactless, paperless, and cashless experiences at retail by enabling players to use their mobile devices in-store to purchase and play lottery and redeem prizes
- Makes retail-player data visible — and integrates data from all sales points — to become actionable in ways that will dramatically improve a lottery's ability to market, launch, and enhance games to meet player preferences
- Provides an unprecedented opportunity to strengthen Responsible Gaming programs



OMNIA™



IGT'S OMNIA™ provides the ultimate in digital/retail integration to transform any lottery operation — offering versatility, visibility of player data, playability by design, and proven reliability.

The components of OMNIA™ enable **Connected Play** and provide lotteries with the **integrated data** to better understand player behaviors and preferences across all channels.

Among many benefits, this facilitates **optimal player experiences** and supports lotteries in making **informed and responsible** product and service decisions.

■ Provides the full capabilities lotteries will need when they are ready to migrate to the iLottery channel — and to better transition players into that channel.

“Through IGT’s mobile app offerings, we are already providing customers with some of the means to digitize the retail experience,” said Jay Gendron, IGT Chief Operating Officer Global Lottery. “For example, IGT’s mobile lottery application provides digital play slip functionality for players to use at retail. And IGT’s My Tickets allows retail players to scan paper tickets and store digital representations of those tickets. This digitization lets lotteries track, organize, and notify players about their wagers. Players can also choose

to save digital playslips as favorites or generate codes for purchasing again at retail.”

Through OMNIA™, IGT is enhancing this Connected Play functionality and providing players with more convenience via light registration. This will enable cashless experiences such as Scan & Redeem, allowing players to redeem tickets through their mobile app to their eWallet, to pay at retail through their eWallet, and to get digital tickets instead of paper and save them to their app.

And, through light registration, a lottery will now get a single-player view of those activities at retail. Having a digital record of retail transactions in the player account also provides players with transparency on their spend that isn’t possible with anonymous cash purchases, supporting Responsible Gaming goals.

OMNIA™ was developed with all the learnings and insights gained through IGT’s 40-year history of driving systems and technology innovations across the lottery business, the company’s unmatched track record of consistent performance, proven system integrity, and decades of experience working with the world’s most innovative and successful lotteries.

With all aspects of the solution designed to work in harmony to modernize the player experience—and through the opportunity to better understand player behavior within and across sales channels—IGT’s OMNIA™ solution opens a whole new dimension of engagement and growth for lotteries.

OMNIA™ truly is greater than the sum of its parts: All things Lottery. All through one integrated solution. ■

To learn more about how to create your lottery’s path to the future with OMNIA™, visit the IGT Booth at the WLS conference or contact your Account Representative.

