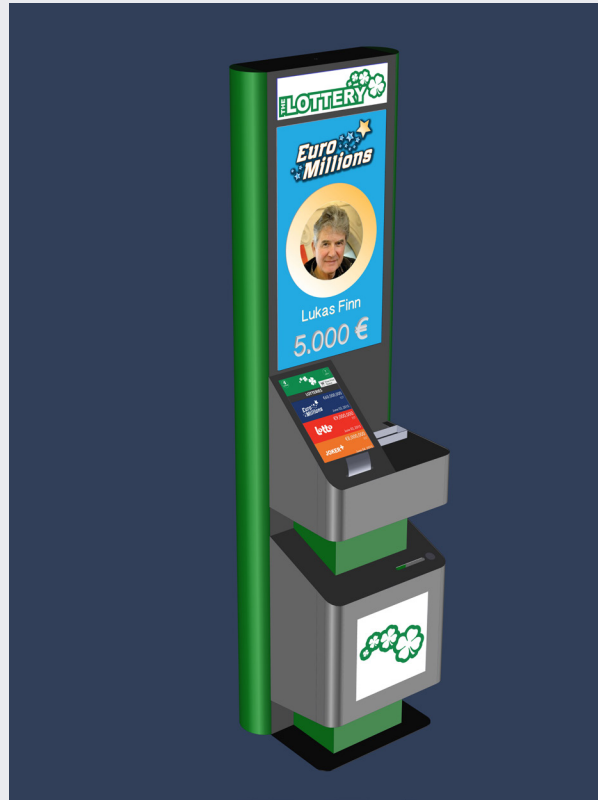


Activate Players

Increase sales by activating consumers with digital content and digital experiences at the point of purchase.

Using web-based *ActiVia for Media* software, lottery marketers can schedule and distribute engaging content through their digital sign networks, delivering the right message to the right place and at exactly the right time.

As traditional advertising becomes less effective, digital signage at retail is becoming the higher ROI option to reach and influence consumers.



Interactive Digital Play Stations & Kiosks

Retailer play stations and ticket kiosks can be greatly enhanced by the addition of digital signage.

Networked digital LCD screens can be incorporated into new play stations or added to existing ones. Digital screens in play stations are ideal locations for displaying extensive game information and how-to-play content, as well as advertise winners and cross-sell other lottery and retail products.

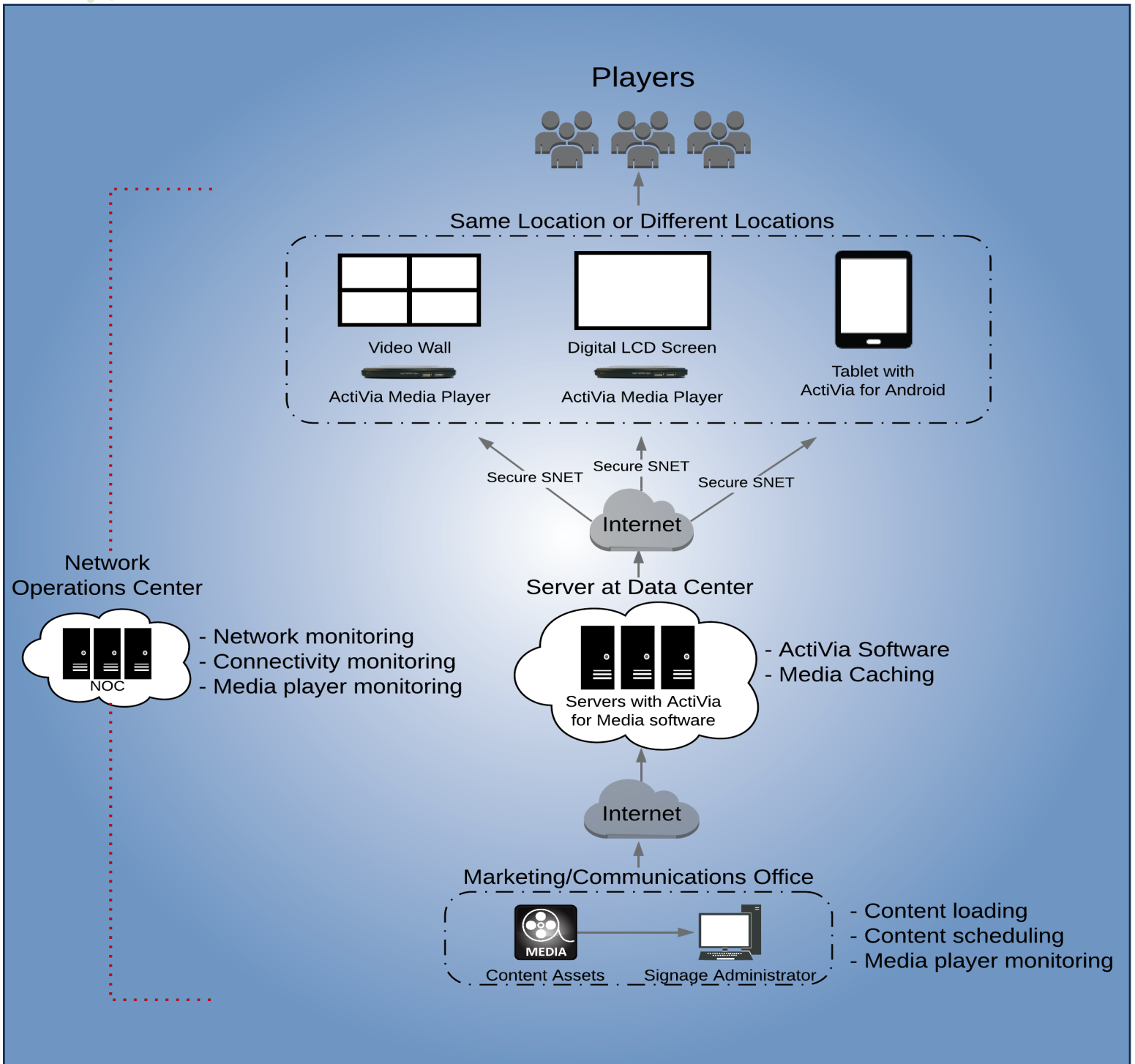
ActiVia for Media software also supports Touch Interactive screens, which bring a whole new level of player engagement to the retail location when integrated into play stations and kiosks.

Touch tablets combine high resolution images with an easy to use interface that simplifies the player's experience, and reduce wait times at POS by having players educate themselves about game play, pre-select their lottery numbers or even transact at the kiosk.





Overview of a Digital Sign Network



For more information or to schedule a demonstration contact:



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