

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.



Static & Interactive Video Walls

An LCD Video Wall is a spectacular feature that transforms a retail or corporate environment. Installing a high definition Video Wall leads to longer consumer dwell times and elevates the perception of a lottery's brand.

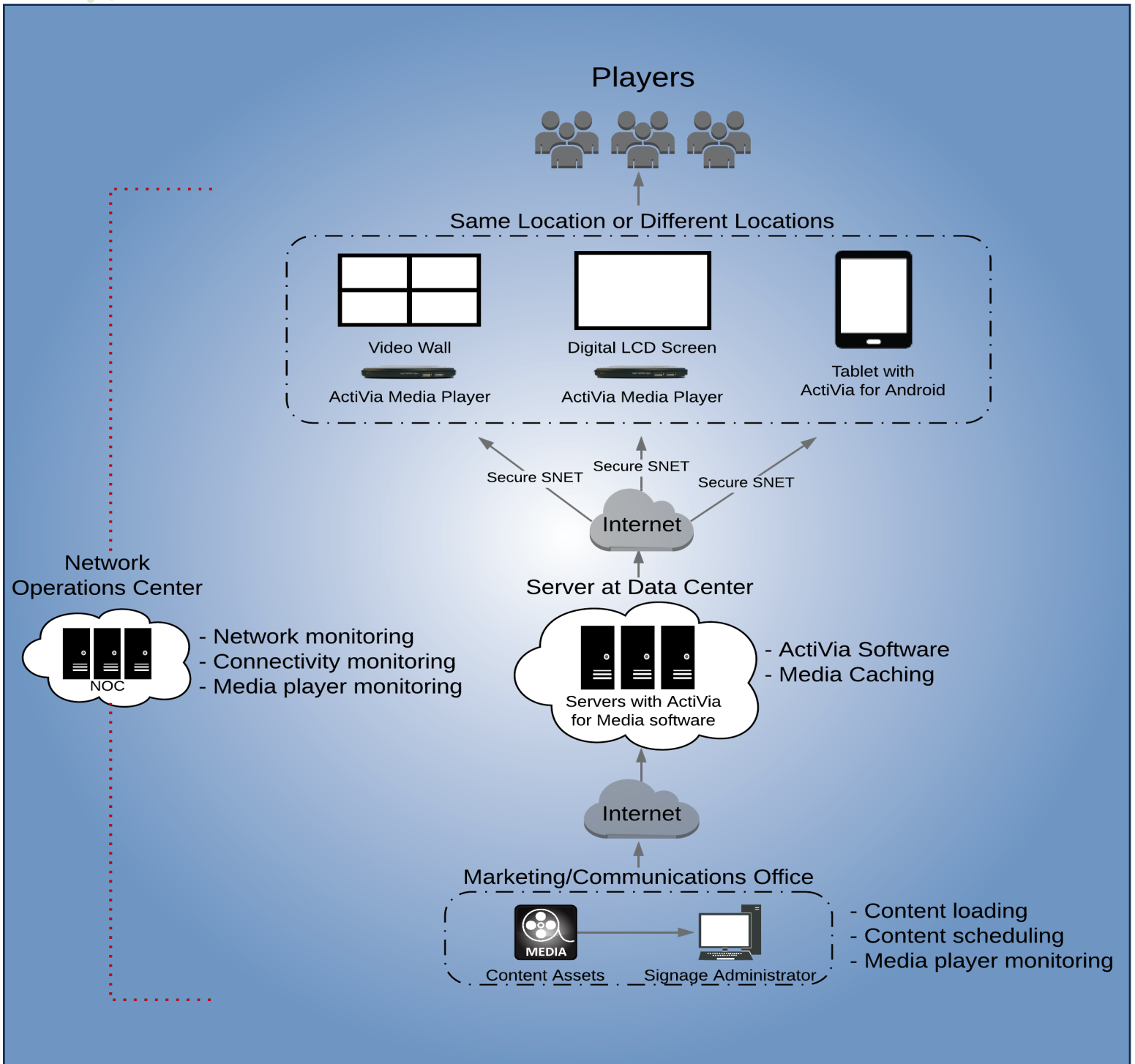
Carmanah also creates and installs gestural interactive Video Walls for lotteries. Gestural interactive Video Walls provide customers with fun, immersive experiences that create return visits, social media buzz and consumer referrals.

Whether static or gestural interactive, Video Walls are ideal for a lottery's corporate retail locations. They help position the lottery as part of the multi-screen, digital age, and help give the brand more appeal to younger adult players.





Overview of a Digital Sign Network



For more information or to schedule a demonstration contact:



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