

Picking the game is only
half the fun...



...playing the numbers on the ticket is when the action begins!



New Lottery Product Category

Pick 'n Play is a breakthrough concept and new product category for lottery that opens a new dimension in online games and has the potential to drive significant growth in lottery ticket sales for your jurisdiction.

Combining the Best Attributes of Both Instant and Online Games

The centerpiece of Pick 'n Play is a vibrant, theme-based play card that can be purchased at the retail point of sale. The Pick 'n Play card itself has no play value until it is activated. When a retail clerk scans a purchased play card with the bar code reader, the central system randomly produces a predetermined online game ticket. The information on the online ticket is used to play the game on the play card. The player can find out if he or she has won by matching numbers on the printed online ticket to the play card!

Endless Point of Sale Possibilities

Pick 'n Play addresses the increased player demand for instant results and interactive gaming entertainment. It creates a truly unique – and extended – player experience at any traditional retail point of sale or lottery venue.

Pick 'n Play games can be played through a virtually limitless number of branded or unbranded themes and styles of instant win games.

To learn more about Pick 'n Play, or to receive answers to questions regarding any of GTECH's new games, please contact your local GTECH representative.



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