
THE FUTURE OF
SCRATCH TICKETS
TEXAS LOTTERY®

The Story of Retail



The Rise of Demand for Self-Checkout Systems in Retail Industries

THOUGHT ARTICLES

FORBES > LEADERSHIP

The R
Navig
Evolu

DIVE BRI
Self
40%



Self-checkout annoys some customers and helps shoplifters. Stores are adding it anyway

By Nathaniel Meyersohn, CNN Business

3 minute read · Updated 3:11 PM EST, Mon December 5, 2022



A self-checkout machine at a supermarket. *Julia Gomina via Getty Images*

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Walmart, Costc self-checkout



By Nathaniel Meyersohn, CNN

3 minute read · Published 1:11 PM EST

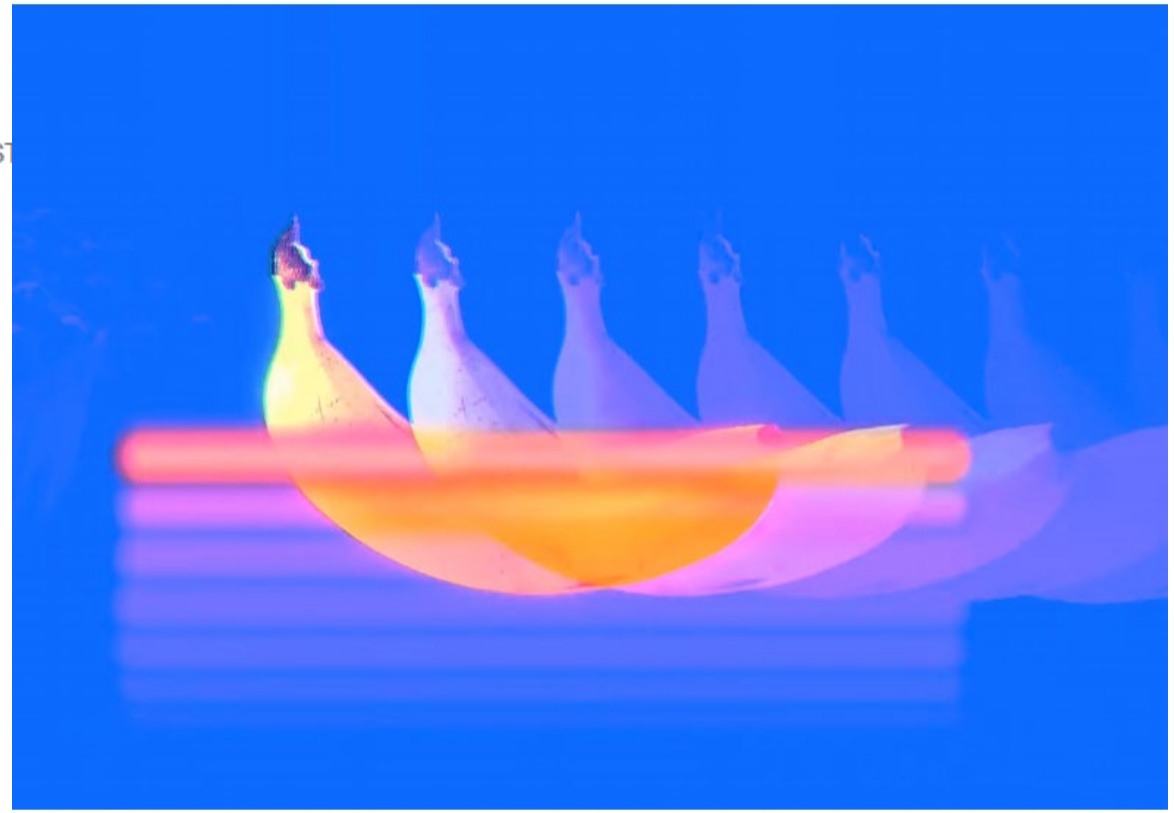
TECHNOLOGY

Self-Checkout Is a Failed Experiment

Please, not another "unexpected item in the bagging area."

By Amanda Mull

ink



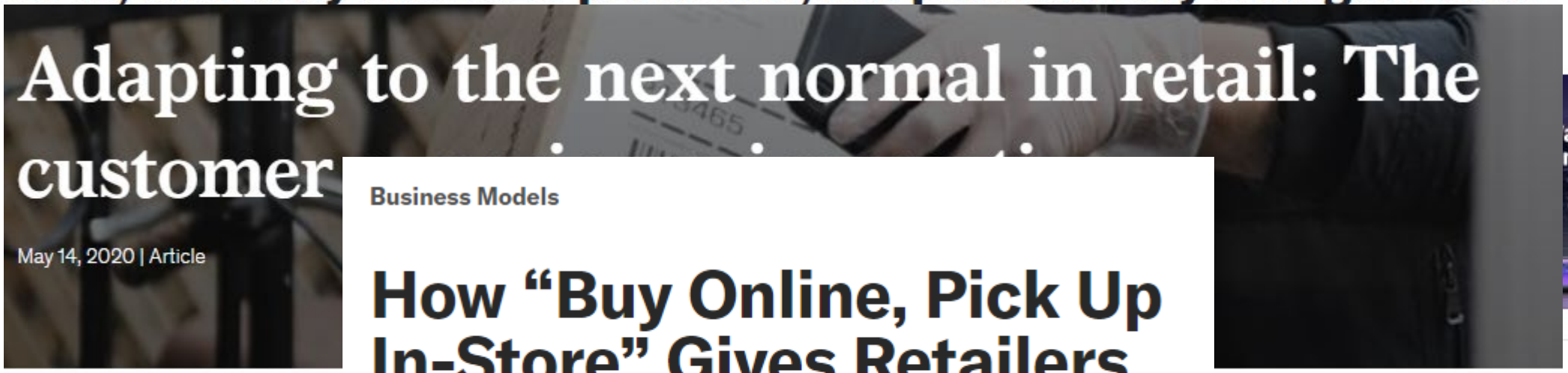
en Kothe / The Atlantic. Sources: Getty

OCTOBER 18, 2023

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BOPIS, fueled by the 2020 pandemic, has permanently changed retail



Business Models

How "Buy Online, Pick Up In-Store" Gives Retailers an Edge

by Dr. Michael Ketzenberg and Dr. M. Serkan Akturk

Share Print Download Save

May 25, 2021

The COVID-19 crisis has led to dramatic shifts in consumer behavior. Retailers will have to work hard to meet ever-evolving customer experience requirements in order to win and remain relevant.

November 27, 2020 · 4 min read

C-PJ
Citigroup Inc.

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BUSINESS

What in the World Is Causing the Retail Meltdown of 2017?

In the middle o
shuttering. The

America's 'Retail Apocalypse' Is

HOME > RETAIL

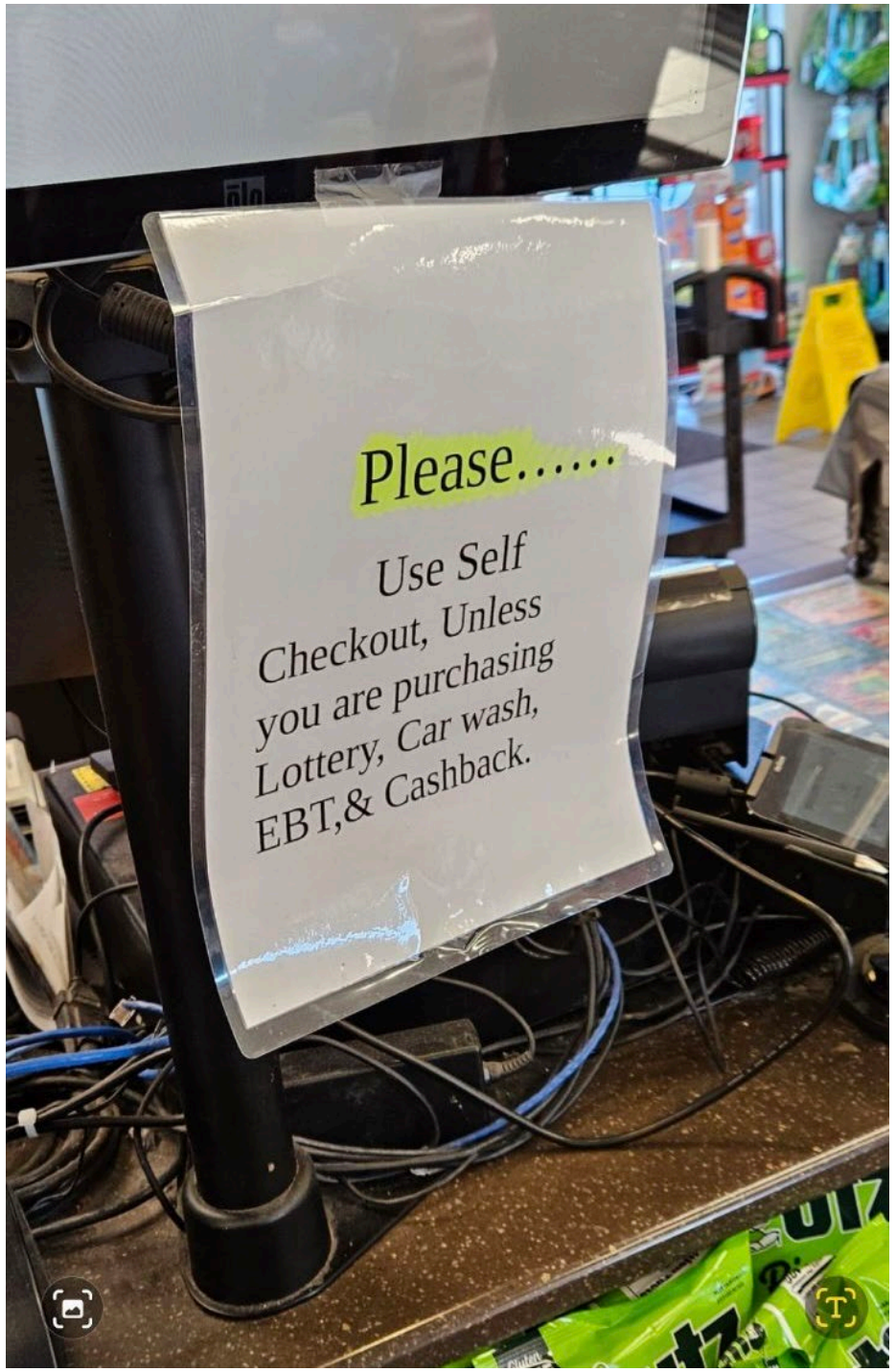
The retail apocalypse has officially descended on America

Hayley Peterson Mar 21, 2017, 4:25 PM CDT

The so-called retail apocalypse has become so ingrained in the U.S. that it now has the distinction of its own Wikipedia entry.



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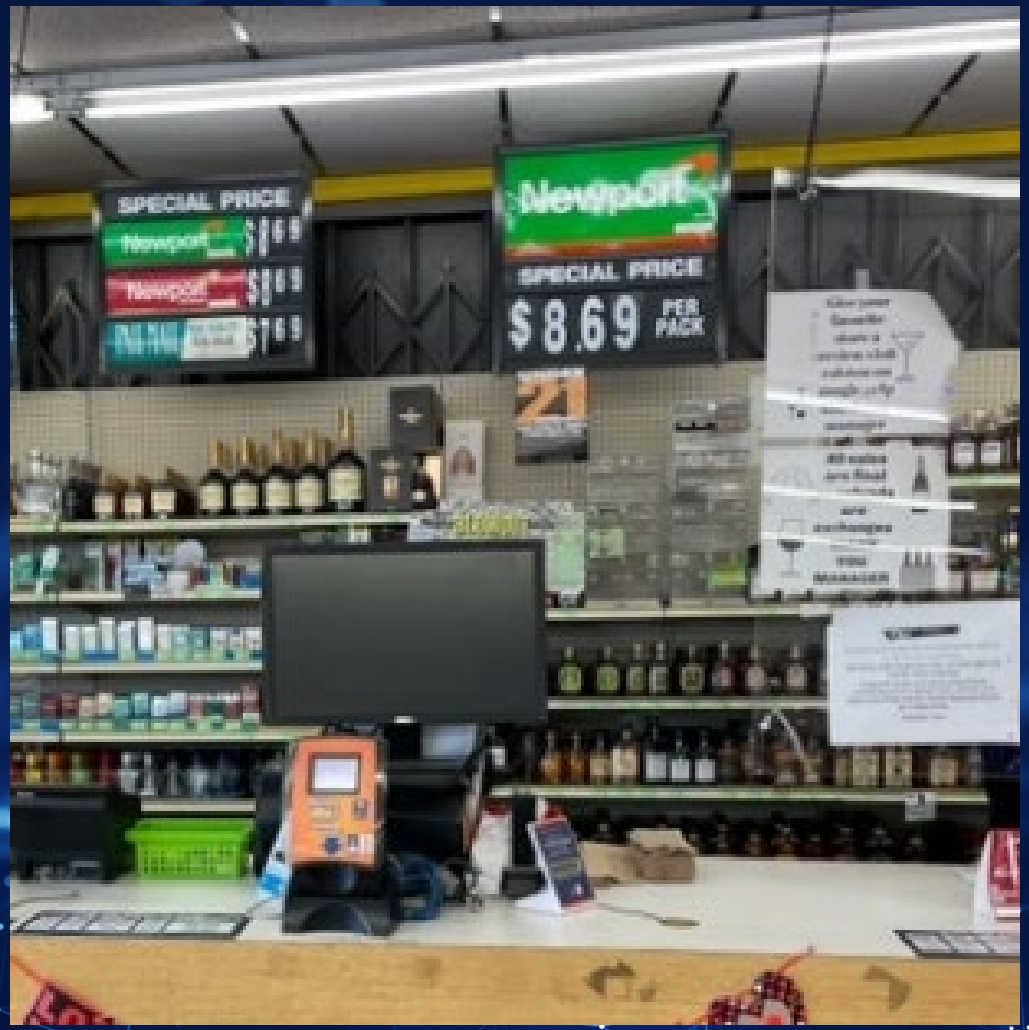
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Can Lottery Meet the Challenge of a Changing Retail Environment?



NASPL API Specification

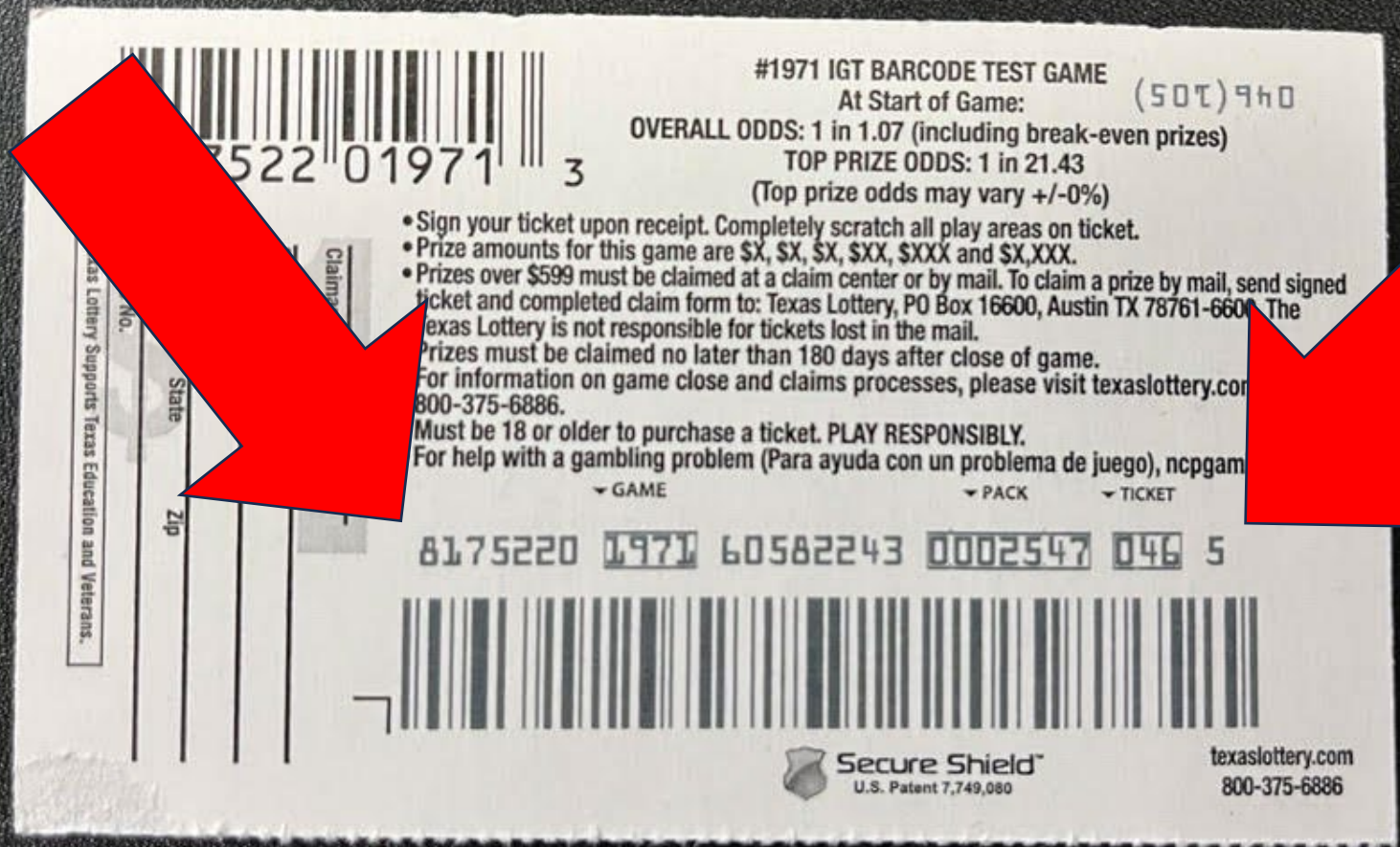
- v1.0 – Lotto Games (Multi-State) Wagering
  - Published July 21, 2017. Hosted on NASPL Matrix.
- v2.0 – Support for In-Lane Draw Based Game Redemption
  - Requested by Retailers; Implementation optional
  - Published January 2019
- v3.0 – Support for Scratch Ticket Redemption and QuickTicket Wagering
  - Primary Security Code Redundancy, Multiple Redemptions
  - Published March 2022
- v4.0 – You help decide! Next API working group meeting January 2023.


SPECIAL PRICE
Newport
Newport
SPECIAL PRICE
$8.69 PER PACK
21


BE PREPARED TO SHOW ID!
You MUST be age 21 or older to enter this store.
Anyone entering this store MUST have, and be prepared to show, a valid government issued ID, Drivers License, or Passport.
All members of your party MUST have, and be prepared to show, a valid government issued ID, Drivers License, or Passport, whether making a purchase or not.
We reserve the right to refuse service to any person or group who refuse to show valid ID when requested by store personnel.
NO ONE under age 21 can make any purchase in the store.
Due to change shortage we can no longer take large bills ($50 & $100).
Unless your purchase is greater than half the amount of the bill.
Thank you,
Goose Cap Mangement
Debido a la escasez de cambio, ya no podemos aceptar billetes grandes ($ 50 y $ 100).
A menos que su compra sea mayor a la mitad del monto de la factura.
Gracias,
Gestión de gorro de ganso
Texas Lottery MUST be paid with cash only, and separate from all other store purchases.
TEXAS LOTTERY
PLAY LOTTERY TODAY!
GOOSE CAP LIQUOR #64
SOLD A
$500,000
WINNING TICKET
100X
CASH BLITZ
WINNERS ARE MADE HERE
SOUTHERN COMFORT
99¢
SWISHER SWEETS

Scratch Tickets 2.0

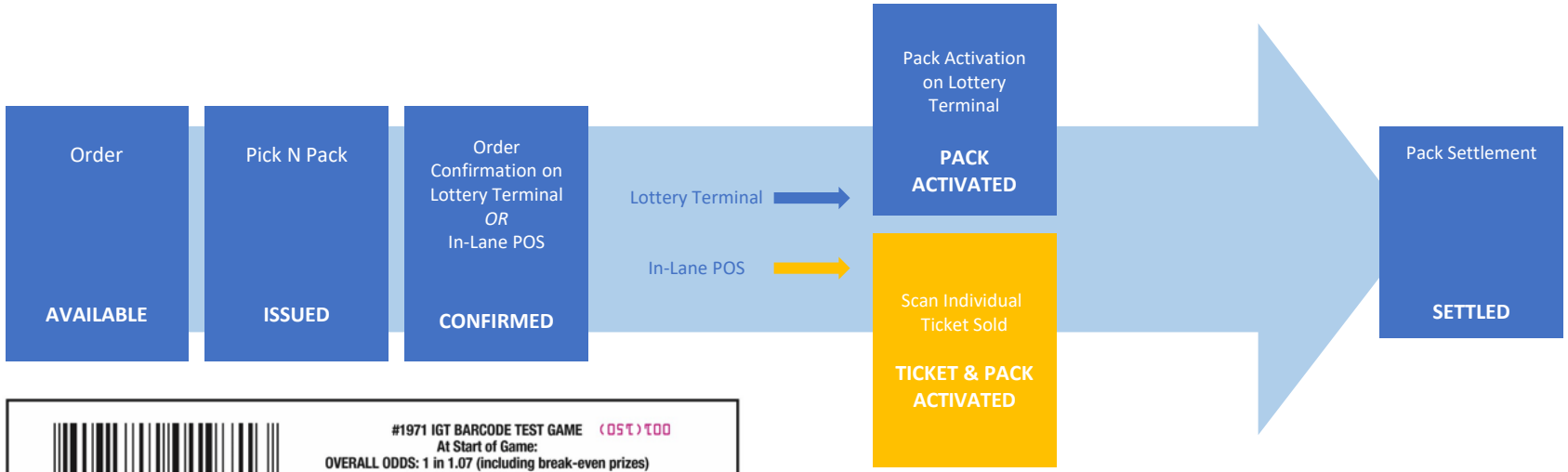
- Code 128 Bar Codes
- Ticket by Ticket Activation
- Automated in-lane dispensers
- Strengths and weaknesses

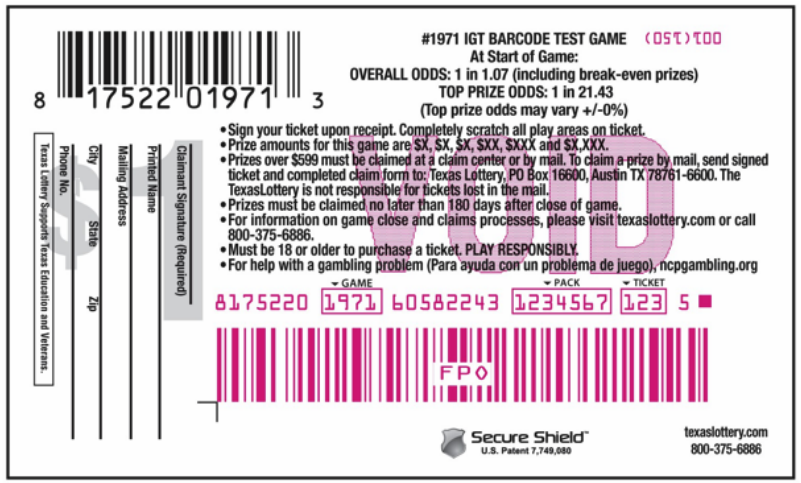

3522 01971 3
#1971 IGT BARCODE TEST GAME
At Start of Game:
OVERALL ODDS: 1 in 1.07 (including break-even prizes)
TOP PRIZE ODDS: 1 in 21.43
(Top prize odds may vary +/-0%)
• Sign your ticket upon receipt. Completely scratch all play areas on ticket.
• Prize amounts for this game are $X, $X, $X, $XX, $XXX and $X,XXX.
• Prizes over $599 must be claimed at a claim center or by mail. To claim a prize by mail, send signed
ticket and completed claim form to: Texas Lottery, PO Box 16600, Austin TX 78761-660
exas Lottery is not responsible for tickets lost in the mail.
Prizes must be claimed no later than 180 days after close of game.
For information on game close and claims processes, please visit texaslottery.co
800-375-6886.
Must be 18 or older to purchase a ticket. PLAY RESPONSIBLY.
For help with a gambling problem (Para ayuda con un problema de juego), ncpgam
GAME
PACK
TICKET
8175220 1971 60582243 0002547 046 5
Secure Shield
U.S. Patent 7,749,080
texaslottery.com
800-375-6886
Zip
as Lottery Supports Texas Education and Veterans.

Instant Tickets 2.0

- "Gift Card Model" Ticket NOT able to be validated unless scanned for sale
- New Standard Code128 Barcode that contains UPC and Game/Pack/Ticket data

Completely Transform Instant Tickets to make them easier to sell and manage





New Standard UPC/Inventory C128 Barcode

(across all printers and all NASPL jurisdictions)

LotteryLink

The Ability to Sell Lottery Products on Retailers Point of Sale Systems (Without Requiring Development)



1. Clerk scans barcode of any sold product

POS / LOTTERY SCANNER

RETAILER POS SYSTEM

POS Transactions

IGT LotteryLink

Lottery Transactions

NETWORK

6. POS system adds lottery sale to the shopping cart

7. Clerk manages payment and provides customer with receipt and ticket(s)

POS RECEIPT PRINTER

LOTTERY PRINTER

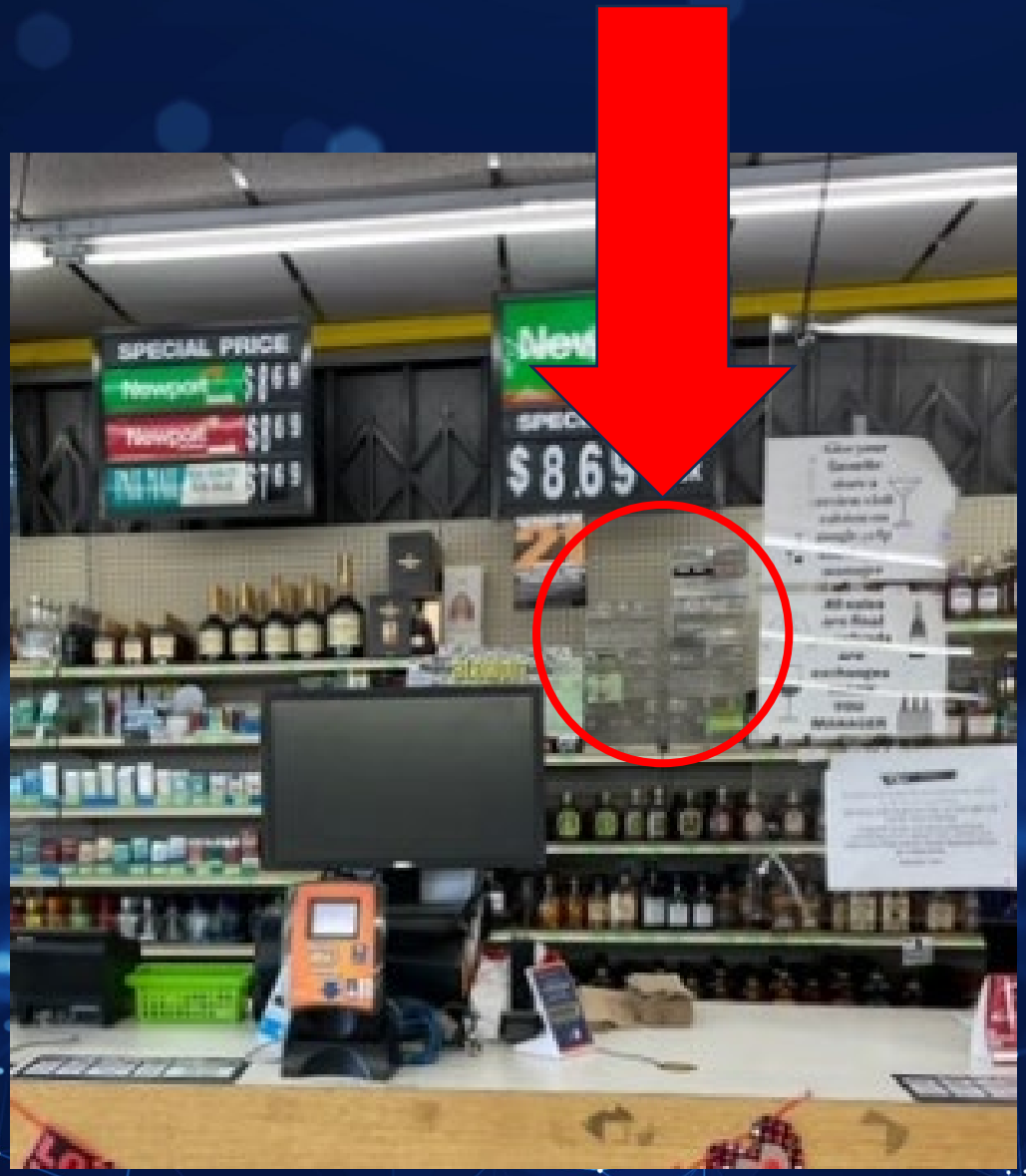
2. LotteryLink listens to all scans and reacts only if a lottery product is scanned. For non-lottery products, UPC code is passed through directly to POS system

3. If a lottery product is scanned LotteryLink sends request to Lottery Central System

5. Lottery Link prints ticket or validation receipt and sends UPC code to POS

4. Lottery Central System processes request and responds

LOTTERY CENTRAL SYSTEM


SPECIAL PRICE
Newport
Newport
$8.65


BE PREPARED TO SHOW ID!
You MUST be age 21 or older to enter this store.
Anyone entering this store MUST have, and be prepared to show, a valid government issued ID, Drivers License, or Passport.
All members of your party MUST have, and be prepared to show, a valid government issued ID, Drivers License, or Passport, whether making a purchase or not.
We reserve the right to refuse service to any person or group who refuse to show valid ID when requested by store personnel.
NO ONE under age 21 can make any purchase in the store.
Due to change shortage we can no longer take large bills ($50 & $100).
Unless your purchase is greater than half the amount of the bill.
Thank you,
Goose Cap Mangement
Debido a la escasez de cambio, ya no podemos aceptar billetes grandes ($ 50 y $ 100).
A menos que su compra sea mayor a la mitad del monto de la factura.
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WINNING TICKET
100X
CASH BLITZ
WINNERS ARE MADE HERE
SOUTHERN COMFORT
99¢
SWISHER SWEETS


CIGARETTES
IN TEXAS
ATTENTION LOT
CUSTOMERS
1
2
3
4
5
6
7
8
9
10
11


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WINNERS ARE MADE HERE
SOUTHERN COMFORT
99¢
SWISHER SWEETS


22
PLAY HERE!
EXPRESS LANE
EXPRESS LANE
PLAY HERE!
PLANTERS
WARNING


4
Ice
Lane 2
TOSHIBA

Scratch Tickets 2.0

- Training retailers and customers to view lottery as a regular and easily accessible item
- Address theft concerns
- Access to data and reporting allows for informed decision-making about game mix/offering
- “Simple but robust” – simple to operate but robust features from a technology standpoint
- Self-checkout is a natural next step, as we address retailer concerns and as customers become accustomed to buying lottery in-lane

TEXAS LOTTERY®

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Ryan.Mindell@lottery.state.tx.us