

GAMING SOLUTIONS DEBUTS APPLICATION FOR CELL PHONE LOTTERY GAMING

Coming to an iPhone near you is the latest generation of lottery applications for palm-sized gaming.

Gaming Solutions, of Annapolis, Maryland is a lottery game card provider. The new VideoCash GameCard will allow up to 80% of all cell phone users to download their instant games directly to the players' handheld mobile devices.

Gaming Solutions is now in the process of rolling out a Blackberry application, allowing a player to purchase a bar coded ticket from a lottery retailer to access a menu of games through their cell phone.

"We've started with the Blackberry Curve," explained Bill Wolfe, president, Gaming Solutions. "The Blackberry now has the ability to download instant lottery games. We will follow with applications for the iPhone, Nokia and Palm cell phones."

The electronic instant game outcomes are predetermined. The ticket will be instantly identifiable as a winning or losing game when scanned. The game card will have a short code under a layer of latex that will identify

the ticket. The short code corresponds with an outcome set that can be accessed through a remote database server. The server will then load lottery games onto the cell phone. The application only has to be installed once. The code on the game card will access the menu of games resident on the phone.

The company said that the instant tickets purchased at retail will have all the security features of any scratch game. The game cards will be printed in Minnesota by Gaming Solutions (www.gamingsolutions.biz) and Diamond Graphics, Inc. online at www.dgiusa.net.

The instant game menu can include games such as blackjack, hold'em poker, slots and roulette. Sports-themed games, such as horse and car racing, are



also part of the initial portfolio. "There will be six games to start, but the offerings are limitless," said Gaming Solutions vice president Tony Licata. Gaming Solutions' servers can immediately identify what type of cell phone is being downloaded to and provide the correct game menu download to that phone.

Gaming Solutions has patent applications for a multi-function game card, and lottery games provided to a cell phone by a third party server.

The company plans to roll out applications to 225 cell phone models by the end of the year. The current US cell phone market is 350 million phones, while 48.4 million cell phone users engage in mobile gaming, according to MMetrics-mobil-games-data. "Pay-as-you-go phones and phones lacking Internet access won't be able to download games, but those players will still have access to the games via PC or Mac computers," said Wolfe.

Gaming Solutions has begun contacting state lotteries for delivery of cell phone game cards in the first quarter of 2010. 