



INSTANT WIN GAMING

IWG Introduces InstantPulse™

eInstant visuals can be updated for unique moments



October 25, 2021: Instant Win Gaming (IWG), the leading supplier of digital eInstants to NASPL/WLA-member lotteries, announced today the launch of InstantPulse™, providing lotteries the ability to update eInstant visuals at pre-set moments.

InstantPulse allows lotteries to reskin an eInstant, resulting in content that can be updated visually for marketing and engagement purposes, without impacting the underlying game. For example, a popular eInstant can be pulsed to a seasonal version as part of a promotional initiative, and then reset back to its original design once the holiday period has passed.

The Virginia Lottery's Prospector's Gold eInstant, for example, has been updated with a spooky Halloween skin for the current holiday period. Adaptations include a new werewolf costume for the game's main character, along with a Halloween-themed background setting and lobby icon. And, when the Halloween season passes, Prospector's Gold will be returned to its original format.

Prospector's Gold is part of Virginia Lottery's Big Money linked-jackpot, powered by IWG's InstantJackpots™ module.

InstantPulse and InstantJackpots are both completely contained within IWG's InstantRGS™ (remote game server) ensuring that lotteries can launch these capabilities with no development support necessary at the iLottery platform level.

Rhydian Fisher, CEO of IWG, said: *"Much like how retail scratch games will pulse different colors or scenes during a print run, InstantPulse can update previously deployed eInstants. In Virginia, we've created a Halloween version of Prospector's Gold which updated two weeks ago, and will remain through the first week in November. This is all powered through our InstantRGS and therefore does not require any technical updates from the Lottery's system provider."*

Rob Wesley, Director of Digital at Virginia Lottery, said: *"IWG's InstantPulse gives us a simple way to refresh games without having to launch a separate version. As we continue to grow our iLottery business and look for the most effective ways to manage the game portfolio, InstantPulse is a tool that will help us keep content fresh and relevant, allowing us to take advantage of unique opportunities. We look forward to applying it in a number of different ways."*

*****ENDS*****

For more information, please contact:

Square in the Air

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About IWG

IWG is the world leader in supplying digital e-Instant and instant win games to WLA and NASPL-member lotteries. It has 20 years' experience of making top selling, high quality games and the strategic know how to make them work.

Each year, IWG develops more than 300 new InstantGames™ for its global base of lottery customers. Its games consistently perform at the highest level, engaging and retaining players while driving superior sales results. It has the knowledge to deliver winning game portfolios, and the experience to make them grow.

IWG delivers an end-to-end solution covering all aspects of e-Instant development and portfolio management. The Company's InstantRGS™ (remote game server) delivers its content in multiple regulated jurisdictions from data centers in the UK, Gibraltar, Canada and North America. It has a broad library available via its InstantRGS with games covering many proven themes and mechanics that can be developed into an ideal offering for a partner's e-Instant and/or instant win program.