

Iowa Lottery TouchPlay Project



**Presentation to:
Legislative Oversight Committees and
Administration & Regulation Appropriations Subcommittee**

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Iowa Lottery Authority CEO Ed Stanek

Where We Were:

History of TouchPlay



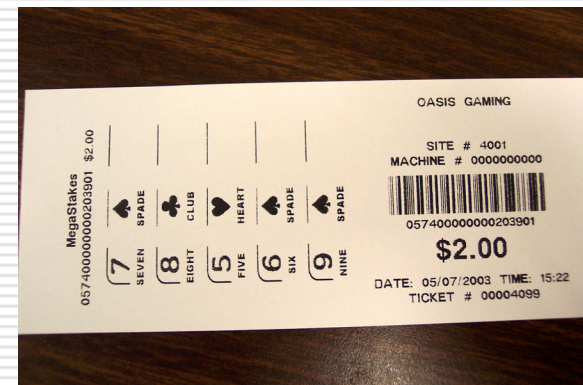
- Initial investigation of concept began in 2001 when Iowa Lottery received prototype equipment of monitor vending machines.
 - Project was reviewed in late 2001 with legislative leadership and governor's office.
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Where We Were:

History of TouchPlay



- Monitor vending machines use video and sound to reveal the results of the tickets they dispense.
- The machines do not dispense cash. They dispense tickets that are redeemable for lottery prizes.



Where We Were:

History of TouchPlay



- May 2002 legislation authorized the lottery to develop a business plan for the machines' deployment.
 - The Lottery began a market test that included machines from three companies.
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Where We Are:

Machines' Statewide Deployment



- In April 2004, statewide deployment of TouchPlay machines began.
 - Machine manufacturers are certified by the lottery, distributors and retail locations are licensed.
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Where We Are:

Machines' Statewide Deployment



- As of Jan. 22, 422 TouchPlay machines had been deployed statewide.
- The TouchPlay project to date has produced \$2.3 million in net sales.





Compare and Contrast

- Lottery TouchPlay machines and amusement devices are governed by separate chapters of Iowa Code.
- While TouchPlay machines are regulated by the lottery, amusement devices are registered with the Department of Inspections and Appeals.

