Iowa Lottery TouchPlay Project

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

Jan. 26, 2005
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.
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.
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.
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.