

SMART-TECH 2010

A REALIZARSE DEL 22 AL 25 DE MARZO EN LAS INSTALACIONES DEL HOTEL Y TORRES SHERATON 811 7th Ave. (y 53rd Calle) NEW YORK

"Miramos al presente a travez de un retrovisor". Ha pasado mas de medio siglo desde que el oficial McLuhan, introdujera su vista al mundo en la posicion Industrial.

- Cual sera el siguiente?

Es peculiar no.....de que la edad que tenemos adentro no la aparentamos actualmente, nunca ser identificados hasta despues que estabamos en ella. Es siempre una edad completa, una edad en blanco; que la edad nos sumerja y que actualmente nos llamemos cinco o diez anos de ahora en adelante? Pienso que no es una pregunta filosofica ociosa. Pero la respuesta no sera encontrada mirando el retrovisor.

Nuestro Congreso Anual intenta tratar la pregunta mas interesante y mas provocativa que hace frente a nuestra industria. **En vez de repasar el pasado miraban el futuro.** Por favor reunamonos en el corazon de New York para una conferencia la cual sera un acontecimiento verdaderamente emocionante,

Energia al jugador

Los mercados tambien conocidos como clientes son quienes nos indican como sera el futuro. Sin embargo no son una narrativa linear, por ello es necesario llegar a nosotros para conectar los puntos. Lo lindo del capitalismo es que prevalece a largo plazo la voluntad de la gente.

Bueno dejemos que sea nuestro faro el que nos ayude a entender y prepararnos para la mas excitante decada que podemos haber tenido. Energia al Jugador ese es nuestro tema principal, seguido de los puntos a discusion en TECNOLOGIA ELEGANTE 2010.

Por favor le recomendamos chequear detalladamente el panel de discusion y a su vez comunicarnos si le gustaria ser parte en alguno de esos paneles.

Considere esto como su Invitacion Oficial para estar presente en TECNOLOGIA ELEGANTE 2010.

Temas de discusion:

Formato:

- * Cada panel tendra la duracion de 45 minutos maximo.
- * Cada panelista tendra 5 minutos de duracion.
- * Idealmente las presentaciones plantearan una nueva perspectiva sobre el tema, provocando asi un entranable debate.

- 1. Juegos Electronicos, VLT (Video Loteria Terminales).** Son enormes fuentes y generadores de beneficios. Los juegos de azar (casino estan ahora a media hora de manejo de mas de la mitad de cualquier ciudad o pueblo de Estados Unidos. Esta tendencia a hacer todo mas accesible para el cliente esta impulsando la Industria del Juego, muchos estados de US. estan pasando a capturar este mercado en beneficio de la opinion publica como tambien de buenas causas y definitivamente estan en la posicion ideal para hacer eso. Que modelo funcionaria mejor para el futuro?, Casinos con gran destino?, Lugares distribuidos?, como seran los juegos?. Como fabricantes y operadores a la nueva era nos enfocamos en el cliente que busca mas entretenimiento y mas emocion para un juego de o con mucha experiencia, a su vez habilidad social para integrarse en los juegos.
- 2. Wireless e Internet:** No solo son canales de distribucion; se han transformado en el camino para comunicarse unos a otros. Obtener la informacion, las formas de vision del mundo y de disfrutar el tiempo libre. Las Loterias se estan moviendo agresivamente hacia estos espacios; de manera que el rendimiento a corto plazo ROI y posicion de las mismas para el cambio explosivo que sucedera como en el mercado (publico y sus clientes) regulador de fuerza y modernizacion. Como se desplegara el juego por Internet en el futuro?, Quienes seran los ganadores?, Cuales seran los plazos? y que pueden hacer las loterias para optimizar su posicion en este espacio?. **Dos paneles: uno en juego por Internet y otro en Wireless mobil.**
- 3. Confianza e Integridad:** Seran claves para obligar a la relacion entre operador y jugador. Las Organizaciones de Loterias son ricas con el mas critico activo. Como pueden las Loterias influenciar el vital activo a aumentar las ventas de productos actuales, agregar nuevos productos y consolidar su posicion de liderazgo en la Industria del Juego.
- 4. Powerball, Mega Million y Cross-Selling (nombres de loterias en Estados Unidos).** Las Loterias de Estados Unidos acaban de obtener un paso gigante, la apertura del mercado se da con la venta del segundo super JackPot. Ambos powerball y Mega Million se venden en todos los paises participantes siendo 36 y contando. Mismo que promete ser una de las mas importantes en la industria e innovaciones desde la introduccion del PowerBall en 1992. El impacto directo sobre las ventas seran importantes?, Cual es el siguiente paso?, Como pueden las Loterias verdaderamente optimizar el resultado de esta iniciativa de ventas?.

5. Unidos podemos- Como pueden las Loterias colaborar?

El impacto verdadero de la venta en Loterias de Estados Unidos de Juegos multi-estados, se extendera mucho mas haya del aumento en ventas atribuibles a esos juegos especificos. El marco de colaboracion que fue creado para esta iniciativa se debe a una base de estrategias innovadoras para competir en una Industria que se contrapese para cambiar a la velocidad de la deformacion. **Un marco de colaboracion que provee energia colectiva de las Loterias de Estados Unidos es imparabile y promete hacer la Loteria del Equipo al Jugador mas formidable de la industria del Juego.** Como pueden las Loterias tener la capacidad de capitalizar juntas y asi funcionar, en equipo.

6. Loteria, Modelo y Modernizacion: El Gobierno ha requerido a los operadores de la Loteria siempre conformarse con un sistema mas exigente de dificultades y reguladoras politicas que otra en la Industria. Como trasladar de la Loteria a nuevos espacios, tener gusto por los juegos electronicos y por el juego de internet los cuales compiten por la cuota del mercado. Como se hagan los negocios se crea una cultura de creatividad, emprendimiento al maximo, la conduccion e innovacion.

7. Influye el tamano de la Base de Clientes de la Loteria: Nadie tiene la coneccion directa con tan grande base de clientes como lo hacen las loterias, nadie e incluso ni cerca. Ni Harrah's, MGM, Indian, Sony, Apple, Electronicos Art, Atary, Microsoft y otros editores y ciertamente innumerables operadores del juego del Internet esperan en sus alas. Las Loterias estan en las posicion mas alta, colocadas idealmente para consolidar la energia increible de esta relacion tan especial que tiene con la base de clientes masiva. Pero los ejercitos amigos estan recolectando en nuestras fronteras y se estan preparando para invadir. Las estrategias lentas de crecimiento son una receta para la extincion cuando cada uno alrededor de usted se contrapesa para la extencion. Cual es la naturaleza exacta de su relacion con esta base de clientes.

Preguntas o mayor informacion llamar al tel. +1-425-449-3000

Gracias por su asistencia. Paul Jason

TECNOLOGIA ELEGANTE 2010: Energia al Jugador.

Los estados quieren aumentar fuentes de redito y las Loterias en estados poseidos son el vehiculo ideal para hacer eso con una extension del juego. Nunca antes las Loterias han sido enfocadas en el animo de centrarse en el jugador, alinear sus negocios con el foco en reditos cada vez mayores por valor de aumento con el cliente es decir para funcionar como todos los negocios acertados. LA TECNOLOGIA ELEGANTE 2010, intentara capturar este nuevo espiritu de emprendimiento y de movilizar nuestra Industria para la accion.

SMART-TECH 2010

Sheraton Hotel and Towers, New York City

March 22 to March 25

The Mission and Purpose of SMART-Tech 2010 include two highly focused objectives.

- To Position Government-Sponsored Operators as the leaders in the broader gaming and gambling industry
- To Position our Presenters and Participants as the ‘Thought Leaders’ of this industry

How will we do that? Please check out the website www.TED.com. (TED stands for Technology, Entertainment, and Design.) That’s our model for what can be done for our presenters and for our sector of the gaming industry. Susan and I attended this conference in Monterey, CA back in 2005. I would describe it as a most amazing gathering of eclectic, sometimes wacky, geniuses. Since I am loosely modeling my conference mission after TED, some of the themes and objectives are being directly borrowed from TED to apply to our industry. In the spirit that I hope to replicate in our own industry, I don’t think they’ll mind. TED is a new age approach to making a difference through openness, consensus-building and collaboration.

Our mission: Spreading ideas. We do that by challenging our presenters to give the talk of their lives and then making that talk as widely available as possible. Our resources and ability to accomplish that goal are formidable. Our hard-copy magazine mails to 3,000 gaming industry leaders (mainly lottery operators, regulators, legislators, and gaming control boards) all around the world. Our e-newsletters are sent to over 15,000 people weekly, and over 1,000 subscribers 4 days a week. Our website has a significant and growing readership and it’s not only from the lottery sector. I know these are not huge numbers, but they do in fact address the leadership of the government-sponsored gaming industry, a group that is not immersed in the literature of the casino gaming world. Our website and publications have stretched to be relevant by dealing directly with the most provocative issue facing our industry, and so have acquired a loyal readership. In addition to that, the new conference website, www.PublicGaming.org, will be the vehicle to **make available the professionally video-recorded presentations and otherwise promote the ideas that will shape the future of our industry.**

The Future Belongs to Those Who Create It. Like the curators of TED, “We believe passionately in the power of ideas to change attitudes, lives and ultimately, the world. So we’re building here a clearinghouse that offers free knowledge and inspiration from the world’s most inspired thinkers, and also a community of curious souls to engage with ideas and with each other. There are no breakout groups. Everyone shares the same experience. It works because all of knowledge is connected. Every so often it makes sense to emerge from the trenches we dig for a living, and ascend to a 30,000-foot view, where we see, to our astonishment, an intricately interconnected whole.”

Applying these principles to the Government-Sponsored gaming industry, I see my mission as one small link in the value chain. It’s my job to give a voice to the leaders of the industry, to make their ideas known to the universe of people who influence the way our industry evolves. It is my job to do everything I can to help and support their efforts to create the future of this industry. Our industry needs leadership, a sense of purpose and direction. The shapers of public policy, the players, and the general public are not sure where to turn for this leadership. Fortunately, it is a wide-open field with nobody filling the void right now. The leaders in the Government-Sponsored gaming sector are the natural resource to fill that void. So **let’s step up and just do it.**

SMART-Tech 2010

The gaming industry is in the midst of seismic transformation. No longer marginalized to remote destination resorts for those who care to make the journey, or limited to traditional lotto and scratch-offs for those who don't, gaming and gambling in all its forms is becoming accessible to everyone. Casino gambling is within a short drive for most people and it won't be long before Internet gambling makes everything instantly available to everyone everywhere.

Warren Buffet once commented "If you don't know who's the sucker in the poker game, it's you". Applied to the gaming industry, if you don't perceive this to be a land grab, you and your constituencies will possibly lose out. New players and ways of going to market are exploding on the scene. Industry inertia will cede to the momentum that is building just below the surface. This is a hugely exciting time to be counted among the progressive innovators who will shape the gaming industry of the future.

Do we have an advocacy position? You bet we do. **We're pouring our heart into the mission of helping Government-Sponsored gaming operators become the dominant force in the gaming and gambling industry.**

Theme of SMART-Tech 2010: Power to the Player

States want to increase revenue sources and state-owned Lotteries are the ideal vehicle to do that with an expansion of gaming. Never before have lotteries been so encouraged to focus on the player, to align their businesses with focus on increasing revenues by increasing value to the customer; in other words, to operate like all successful businesses. SMART-Tech 2010 will try to capture this new spirit of entrepreneurialism and mobilize our industry for action.

Additionally, SMART-Tech 2010 will professionally video-record all those who wish to have their presentations made available to a much wider audience of gaming industry professionals and shapers of public policy. This is, I would propose, an innovation that will transform the impact of this conference.

SMART-Tech 2010 Preliminary Conference Agenda

SMART-TECH 2010 Preliminary Conference Agenda

Monday, March 22:

After Noon to 4:00 pm. : Exhibitor Set-up;

4:30 pm to 7:00 pm: Welcome Reception in Lennox Ballroom in Sheraton Hotel

Tuesday, March 23

8:00 am. Registration and Continental Breakfast

Noon to 1:00 pm: **Luncheon** will be served in the New York Ballroom East

Coffee Breaks at 10:30 am. and 3:15 pm.

5:00 pm. to 7:00 pm.: **Reception** in the New York Ballroom East

All General sessions to be held in the New York Ballroom East

Confirmed Featured Speakers and Presenters (*Alphabetical Order. Time slots not assigned yet*)

David Barden, Vice President Gaming Operations, Arkansas Scholarship Lottery

Joan Borucki, Director of the California Lottery

Pierre Bruneau, Director Strategy & International relations, La Francaise des Jeux

Rebecca Hargrove, President & CEO of the Tennessee Lottery

Simon Holliday, Director of H2 Gambling Capital

Aleš Hušák, Chairman of the Board of SAZKA, Lottery Operator of Czech Republic

Wayne Lemons, Director of the Delaware Lottery

Marc McDermott, Technical Director, Gaming Standards Association

Gordon Medenica, Director of the New York Lottery

Bill Murray, Deputy Director and General Counsel to the New York Lottery

Ernie Passailaigue, Director of the Arkansas Scholarship Fund

Dianne Thompson, CEO of the Camelot Group plc, United Kingdom

Philippe Vlaeminck, Legal Counsel to the European Lottery Association

Special Keynote Speeches will be given by thought-leaders from

GTECH, INTRALOT, MGT Lottery, and Scientific Games

Wednesday, March 24

8:00 am. Continental Breakfast

All General sessions to be held in the New York Ballroom East

9:00 am. to 11:45 am.: Panel Discussions and Q & A Sessions with Speakers

11:45 am: Gold Sponsor Presentation: IGT

Noon: Luncheon will be served in the New York Ballroom East

1:00 pm: Lottery Industry Lifetime Achievement Awards (Recipients TBA)

1:45 to 4:30 pm: Product of the Year presentations:

GTECH, INTRALOT, MGT Lottery, Scientific Games, IGT, eLottery, Mobile Lottery, OrderPad

Software, Planet Bingo, Tournament One

Conferences adjourns at 4:30 pm.

Thursday, March 25

9:00 am. to 11:00 am.: Everyone is invited to enjoy a Continental Breakfast

& Informal Conference Wrap-up and Group Discussion

Visit www.PublicGaming.com for more conference info, registration and sponsorship forms, and

hotel info. SMART-Tech is being held at the Sheraton Hotel and Towers, right in the heart of

Mid-Town Manhattan, on March 22, 23, 24, and 25.

Please call me at 425-449-3000 if you have any questions or concerns.

Thanks for coming! *Paul Jason*

Public Gaming Research Institute
SMART-TECH 2010
Sheraton Hotel and Towers, New York City
March 22 to March 25

LOTTERY & GOVERNMENT REGISTRATION FORM

Please complete this form and fax to PGRI, Inc. at

Fax# 206-374-2600 or Fax# 800-657-9340

Questions: Call 425-449-3000 or e-mail Paul Jason at Pjason@publicgaming.com

NO REGISTRATION FEE FOR LOTTERY & GOVERNMENT.

Conference registration includes all program events, receptions, continental breakfasts, luncheons, exhibits, and all conference seminars. Conference commences with Welcome Reception at 5:00 pm. on Monday March 22, continues with general sessions all day Tuesday and Wednesday (Cocktail Reception on Tuesday night) and closes with breakfast meeting non the morning of Thursday March 25.

Name / Title: _____

Organization: _____

Address: _____

City: _____

State/Prov. _____ Zip/Postal Code: _____

Tel.: _____ Fax: _____

Email: _____

Please complete this form and fax to PGRI, Inc. at **206-374-2600** or 800-657-9340

Or register online at www.PublicGaming.com.

Conference agenda will be posted as soon as it is confirmed.

Register Now for Discount Room Rate !

HOTEL ROOM RESERVATIONS for Government/Lottery employees:

Book your room reservations directly with Sheraton Hotel and Towers (Reservations: 888-627-7067 or 212-581-1000). State the conference name (Public Gaming or Smart-Tech) and your arrival date. Room Rate of \$189 plus tax.

Call me at 425-449-3000 or e-mail me at Pjason@PublicGaming.com if you have any questions or concerns. Thanks for coming!

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