



**SOUTH DAKOTA
LOTTERY**®

VIDEO LOTTERY **NEWS & UPDATES**

FROM THE COMPUTER ROOM

HOLIDAY HOURS

The Video Lottery Computer Room will be open regular hours but lightly staffed on **Friday, December 23** and **open Monday, December 26 from 9 a.m. – 11 a.m.** in observance of the Christmas holiday.



NEWS YOU CAN USE TO OPERATE BETTER

COMMISSION MEETING HELD DEC. 2, 2016

A Commission meeting was held on Friday, Dec. 2, 2016. To view meeting materials and listen to the meeting in its entirety, go to lottery.sd.gov and select COMMISSION under the ABOUT US menu option at the top of the page.

ORDERING PHONE LINES FOR ESTABLISHMENTS

At the December 2, 2016 South Dakota Lottery Commission meeting, approval was given for the Lottery to move forward on transferring ownership of all Lottery-owned video lottery polling telephone lines to individual video lottery operators. This transfer of ownership will provide video lottery operators greater flexibility in the ordering, installation and maintenance of the phone lines in their video lottery establishments, and the ability to negotiate rates with telecommunications providers of their choice. Beginning January 1, 2017, the Lottery will no longer order any **new** polling lines on behalf of operators. The transfer of ownership process will begin January 1, 2017 also, with completion expected to be April 1, 2017. Finalized transfer of ownership procedures will be provided to all video lottery operators within the next two weeks. Any questions or concerns can be directed to either Julie Pirnat-Schultz or Robyn Seibel at the Lottery (605-773-5770), Julie.Pirnat-Schultz@state.sd.us or Robyn.Seibel@state.sd.us.

VIDEO LOTTERY ACCOUNT SWEEP

Find a 2017 [calendar](#) that details every date your bank account will receive a sweep for fees owed to the Lottery at lottery.sd.gov on the retailer page.

UPDATED SHIPMENT NOTIFICATION FORM

The video lottery [machine shipment notification form](#) has been updated. You will notice a "PERMIT NUMBER" column was added to be filled in and dated by inspectors only, so operators need not worry about it. When you send the shipment notification forms to South Dakota Lottery, please email them to VideoLottery@state.sd.us and CC Robyn.Seibel@state.sd.us to ensure all the right Lottery personnel have received your notifications.



TECHNICIANS: SPIELO COMMUNICATIONS PORT

Tech 2's in the field: This is a visual representation of where the Spielo communications port needs to be hooked up to for the machine to work correctly.

CURRENTLY OPERATING

The following licensed manufacturers have approved hardware and software in the market.

- Grand Vision Gaming
- IGT
- Scientific Games International
- IGT Canada Solutions, ULC (formerly GTech Canada ULC-Spielo)
- MTD Gaming, Inc.

VLC, Fortunet/Summit, Harms Vending, & Techlink Entertainment also have equipment in the field.

Licensed distributors include:

- Fortunet
- Grand Vision Gaming

VIDEO LOTTERY MARKETING

PROMOTING GAME LOYALTY

We recently received an email from a video lottery player asking for a list of casinos in Sioux Falls that offered her favorite game. We identified 217 machines that could possibly have that game set installed and while we couldn't provide the information she requested, she was willing to drive around town to find the game she wanted to play. Frequent video lottery players can be extremely loyal to specific games and machines, whether it be a play style, graphics or prize payout that draws them. Helping them find the game they want can help increase traffic at your casino.



Pay attention to what games and machines are played frequently. Ask the people who play them why they do. Then let other potential players know that if they're looking for Buffalo, Fireball Keno, Monkey Madness or Attack of the 100 foot Bonus, they can find them at your establishment. Here's how you can do that:

- Display game signage or decals on your front windows.
- Include the names of popular games on your outdoor signage.
- When you have big winners on popular games, congratulate them on your Facebook or Twitter feed.
- Have your cashiers and bartenders suggestively sell the games to new players – "If you're looking for a great keno game, you should try..."

No casino will have EVERY player's favorite game but with a little self-promotion, you can help your patrons discover which games may be just what they're looking for.

OTHER INFORMATION

STATS FROM THE FIELD

As of Nov. 26, 2016, 1,073 MCD's have been installed and 3,025 line game machines are in operation statewide.

Newsletter Archives

For past newsletter issues, email Jennifer Baker at jennifer.baker@state.sd.us

Stay Connected



South Dakota Lottery, 711 E. Wells Ave., Pierre, SD
605.773.5770 | lottery@state.sd.us

- Harms Vending
- IGT
- Scientific Games International
- IGT Canada Solutions, ULC
(formerly GTech Canada ULC-Spiele)

OPERATORS & TECHNICIANS

Be sure your paperwork for [board changes](#) and [movements](#) includes an Audit ticket and can be e-mailed to VideoLottery@state.sd.us.

QUICK LINKS

lottery.sd.gov

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