

# Lottery Action

**SPECIAL EDITION**



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## Lottery Board Makes Exciting TouchPlay Changes

Exciting changes to TouchPlay machines (MVMs) were made by the Iowa Lottery Authority Board on Dec. 20. These changes are outlined below.

To be more competitive, efficient and environmentally responsible, the lottery is instituting the following improvements to the MVM program. Effective with the January 2005 Certification Criteria and after successful testing, these changes will be implemented:

- Players can accumulate winnings and play them on the MVM instead of having to redeem a ticket for every prize and dispose of nonwinning tickets.



Diamond Game manufactures these types of machines for the Iowa Lottery.

- Only winning tickets will be printed, which will reduce ticket costs, paper waste and player confusion.
- New prize structures and games are being designed, which will increase winning experiences and enhance player enjoyment.
- The Lottery Board approved a recommendation that TouchPlay machines be eligible for installation at any retail location offering an age-controlled environment (premises where the age of patrons is monitored by the employees of the establishment for the sale of age-sensitive products). Bars, taverns, restaurants, grocery stores, convenience stores and gas stations all are examples of businesses that offer age-controlled environments.
- The total number of MVMs placed in the state will be determined by market conditions. For calendar year 2005, the maximum number of MVMs that may be placed in any MVM premises is two, with the exception of:
  - Fraternal or charitable social clubs, which may place up to four MVMs.
  - MVM premises in which MVMs are placed in a monitored, **age-restricted** area may have four MVMs.
    - ◆ An **age-restricted** area is different than an age-controlled environment. An age-restricted area is an MVM Premises in which persons younger than 21 years of age are not allowed;

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or, in a premises that allows persons younger than 21 years of age, an area that is partitioned or cordoned off in such a manner so as to restrict access to the MVMs.

It is anticipated that the Lottery will receive machines for testing under the enhanced TouchPlay provisions in January. We anticipate that machines meeting the program's improved criteria will begin to be distributed in Iowa by early to mid-2005. Oasis Gaming and Diamond Game TouchPlay machines are certified and are pictured in this issue. Bally Gaming is also submitting a machine for certification this month.

## Work With Any Licensed Amusement Operator

You may work with any licensed amusement operator to place machines in your establishment, as no operator will be licensed as the exclusive supplier of these machines. However, please be cautious in making sure to work with amusement operators that have been properly **licensed** to place machines that have been **certified** by the Iowa Lottery. Any gaming machine for which **cash** prizes are paid, other than those found in a legal casino venue or those authorized by the Iowa Lottery, is illegal. You may access our website at <http://www.ialottery.com/Retailers/RetailerTouchplay.asp> or you can check with the Iowa Lottery at (515) 281-7900 to access a list of licensed operators and certified manufacturers.

## New License Needed To Have MVMs

Machines may be purchased through certified manufacturers. However, keep in mind you will be responsible for service and maintenance related to purchased machines. A traditional lottery license does not cover MVMs. If you are interested in placing TouchPlay machines in your establishment, you will need to obtain the appropriate MVM license. You may obtain the application from any licensed amusement operator.

The approximate specifications of these machines are as follows: the weight is 300 pounds, footprint is 28 inches by 28 inches and height is 7 feet. Phone communication with TouchPlay machines is achieved by a variety of methods and differs with each manufacturer.



Oasis Gaming manufactures the "Touch Tab" machines for the Iowa Lottery.

We hope you will take advantage of this new program to enhance your bottom line and provide fun entertainment for your customers. If you have questions about being licensed as an operator or premises establishment, contact Chuck Ellis, Iowa Lottery MVM Manager, at (515) 281-7869.