

# INSIGHTS

## How the PA Lottery Modernized Its Entire Scratch-Offs Portfolio

Published August 20, 2024



When *HD Games* test products rolled off the digital production technology at Scientific Games' global headquarters, it was eye-opening. The patented scratch game enhancement gave the games high-definition, easy-to-read numbers and play symbols. Focus group product testers remarked about sharper detail and a crystal-clear scratch experience. At once, the games looked much more modern than traditional scratchers.

Always forward-thinking, it didn't take long for the Pennsylvania Lottery's product team to hear about the new, budget-friendly innovation. In fiscal year 2024, the Lottery has boldly moved to a 100% *HD Games* portfolio.

## ADVERTISEMENT



But the story begins before *HD Games* came onto the scene. The Lottery was already established as a modernization leader in North America under Executive Director Drew Svitko's leadership. Over the years, Pennsylvania players were among the first to experience new games, new ways to play and new purchasing conveniences. In the case of *HD Games*, it was only a matter of time before Pennsylvanians would be the first to try the new product.

With out-of-the-box thinking, collaboration between creative teams at the Lottery and Scientific Games began shortly after *HD Games* test concepts were available. When the first *HD Games* product hit retail stores in Pennsylvania, players responded. Featuring unique, never-before-seen dimensional symbols reflective of the popular brand, the *GOLD FISH* game became the Lottery's best-selling \$2 game that year.



Inspired, the teams kept creativity flowing and planned an all-*HD Games* holiday offering for Pennsylvania players. The six games were special. Each was produced by Scientific Games using a variety of specialty features to complement the artwork and intuitive, themed high-definition play symbols and numbers in the game design.



“It began as a way to differentiate holiday games. *HD Games* took already successful scratch-off products in Pennsylvania and made them even more special,” said Drew Sclaro, VP, Strategic Account Management, for Scientific Games. “And the high-definition holiday games sold well. Pennsylvania players liked the modern scratch experience. So, we embarked on a multi-year strategy to introduce more high-definition products with variable imaging into the portfolio.”

It was clear that the Lottery’s first \$50 game would be an HD Game. *\$5 Million Money Maker* featured the keystone, an iconic symbol in the state of Pennsylvania, incorporated into the numbers. The game also featured another Scientific Games innovation, *Sparkle Select*, adding a top-shelf enhancement to round out the \$50 play area experience.



Every Pennsylvania Lottery \$50 game that has followed since was produced as an *HD Game*. In the past two to three years, the product teams have introduced more *HD Games* across price points in the portfolio.

In June 2024, the Lottery launched its popular *Bucks* family of games. The entire family – \$30, \$10, \$5 and \$2 price points – was high-definition. The distinct design of this family of games is tied together across all price points by the type treatment of the game name. This carries through with the same type treatment for the numbers under the scratch coating, bringing a modernized and holistic scratch experience to Pennsylvania players.

“The new *Bucks* family is off to a great start and performing well,” shares Scolaro. “*HD Games* are an easy way – and quite honestly the fastest and most budget-friendly way – to refresh products in the portfolio, enhance the scratch experience and essentially modernize the product for players.”



Beginning with the *Bucks* family, all the scratch-off games in the Pennsylvania Lottery’s fiscal year 2025 portfolio will be *HD Games*. The high-definition, variable imaging adds sharper detail to characters, prize symbols and fonts.

“We’ve been ideating *HD Games* concepts with the Pennsylvania Lottery for the past seven years. They’re always looking for new innovations to elevate their portfolio and keep players entertained,” explains Scolaro. “The high-definition symbols beneath the coatings are an unexpected and pleasant surprise for players when they scratch, and that adds to their overall experience.”

With all-*HD Games* across the Lottery’s entire portfolio coming soon, including *Power \$500*, *GAME OF THRONES* and a full suite of festive holiday games, Pennsylvania players are in for even more surprises when they scratch.



---

*GAME OF THRONES* and all related characters and elements © & ™ Home Box Office, Inc.

*GOLD FISH*® 2024 ® & © Light & Wonder, Inc. or one of its subsidiaries. Used under license.

*HD Games*™ and *Sparkle*® Select are trademarks of Scientific Games. ©Scientific Games, LLC. All rights reserved.