



Scientific Games Rolls Out Advanced Self-service Terminals at Iowa Lottery Retailers

Company's PlayCentral Powered by SCiQ Technology Offers Modern Self-Service and Streamlines Lottery Product Management

ATLANTA – March 3, 2025 – Scientific Games has completed the rollout of *PlayCentral Powered by SCiQ* self-service terminals at select [Iowa Lottery](#) retailers. With more than 79% of U.S. consumers regularly using self-service in stores last year, the global lottery company has advanced the award-winning *PlayCentral* terminals with its *SCiQ* retail ecosystem to streamline instant game inventory management and sales reports and provide real-time data analytics to retailers and the Lottery.

PlayCentral Powered by SCiQ is helping enhance Iowa Lottery sales as part of an overall plan to modernize the lottery product category in stores for players and retailers. More than 14,000 *PlayCentral* terminals are currently deployed in 13 North American jurisdictions, and 8,000+ of those terminals feature *SCiQ* technology. Additional rollouts are planned domestically and internationally in 2025.

In addition to providing a convenient, engaging in-store experience for players, the advanced self-service terminals simplify retailers' management of Iowa Lottery products and provide critical data that helps the Lottery serve its players more effectively and meet revenue goals.

The *SCiQ* system inside *PlayCentral* self-service terminals gives the Iowa Lottery and retailers real-time data for more precise sales tracking and inventory management. This allows retailers to manage inventory confidently, reduce inefficiencies and ensure optimal product availability. The Lottery can use the data to refine game portfolio management, develop targeted promotions and enhance retail distribution strategies for Iowa Lottery Scratch Games.

"*SCiQ* is revolutionizing how lottery products are managed at retail by delivering both tactical and strategic analytics. We've incorporated all of *SCiQ*'s benefits within our industry-leading *PlayCentral* self-service machines," said, **Mike Cardell Senior VP, Americas Systems for Scientific Games**. "It's not only a win-win for the entire retail ecosystem, but for the player experience as well. And we commend the Iowa Lottery for its innovative approach to continually modernize with new technology."

Iowa Lottery sales topped \$494 million in fiscal year 2023-24 (*La Fleur's 2024 World Lottery Almanac*), with proceeds supporting vital state programs that make a difference in Iowa.

Scientific Games has been a trusted partner of the Iowa Lottery since its inception in 1985 and currently provides the Lottery's lottery gaming system, retail point-of-sale technology and retailer management system, in addition to instant scratch games and licensed brands.

The company is the world's largest lottery games provider and the fastest-growing lottery systems provider, delivering retail and digital games, technology, analytics, and services to 150 lotteries in 50 countries.

PHOTO: Employees at a Cedar Rapids, Iowa Kwik Star convenience store with the new PlayCentral Powered by SCiQ self-service terminal from Scientific Games, the Iowa Lottery's systems and retail technology partner.

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About Scientific Games

Scientific Games is a global leader in retail and digital products, technology and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

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