



Scientific Games Introduces Obsidian, All-Black Holographic Lottery Scratch Games

Premium Instant Scratch Game Innovation Adds Luxury and Uniqueness at Retail with Exclusive Play Experience

ATLANTA – September 4, 2025 – [Scientific Games](#) announces *Obsidian*, its latest breakthrough in instant scratch game innovation. A revolutionary addition to the global lottery company's holographic product offerings, *Obsidian* will debut at the [North American Association of State & Provincial Lotteries 2025 Conference](#) taking place September 8 to September 11 in Ontario, Canada.

With 18 unique design concepts, *Obsidian* games feature a dramatic combination of all-black tones and holographics to create a sleek, glasslike appearance. Named after naturally occurring volcanic rock, the *Obsidian* line offers a bold, ultra-premium look and scratch experience.

Obsidian is one of a number of new product designs from Scientific Games to be unveiled at NASPL 2025. The new products were developed by Scientific Games' Innovation and Discovery teams at its metro Atlanta global headquarters, the largest lottery instant game production facility in the world. *Obsidian* games will also be produced at the company's Canadian and UK facilities.

"Our game innovators have followed holographic trends on high-end luxury items and were inspired to create fresh, new games centered on value proposition design for our lottery partners," said **Danielle Hodges, Senior Director, Global Product Innovation & Development for Scientific Games**. "At a time when the market basket average is increasing, holographic games allow lotteries to differentiate their games by adding a touch of luxury and uniqueness. In sneak previews of *Obsidian* with several lotteries, the response we've received is pure excitement."

The company continues to lead the industry in scratch game innovation, using holographics to heighten retail appeal and create immersive player experiences.

Scientific Games, the world's largest creator, producer and manager of lottery instant games, offers more than 100 strategic enhancements for its world-leading scratch products. The company's products represent 70% of global instant game retail sales.

Innovating products and solutions that move the global lottery industry forward since 1973, Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries around the globe, including nearly every North American lottery.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics 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 instant games, 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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