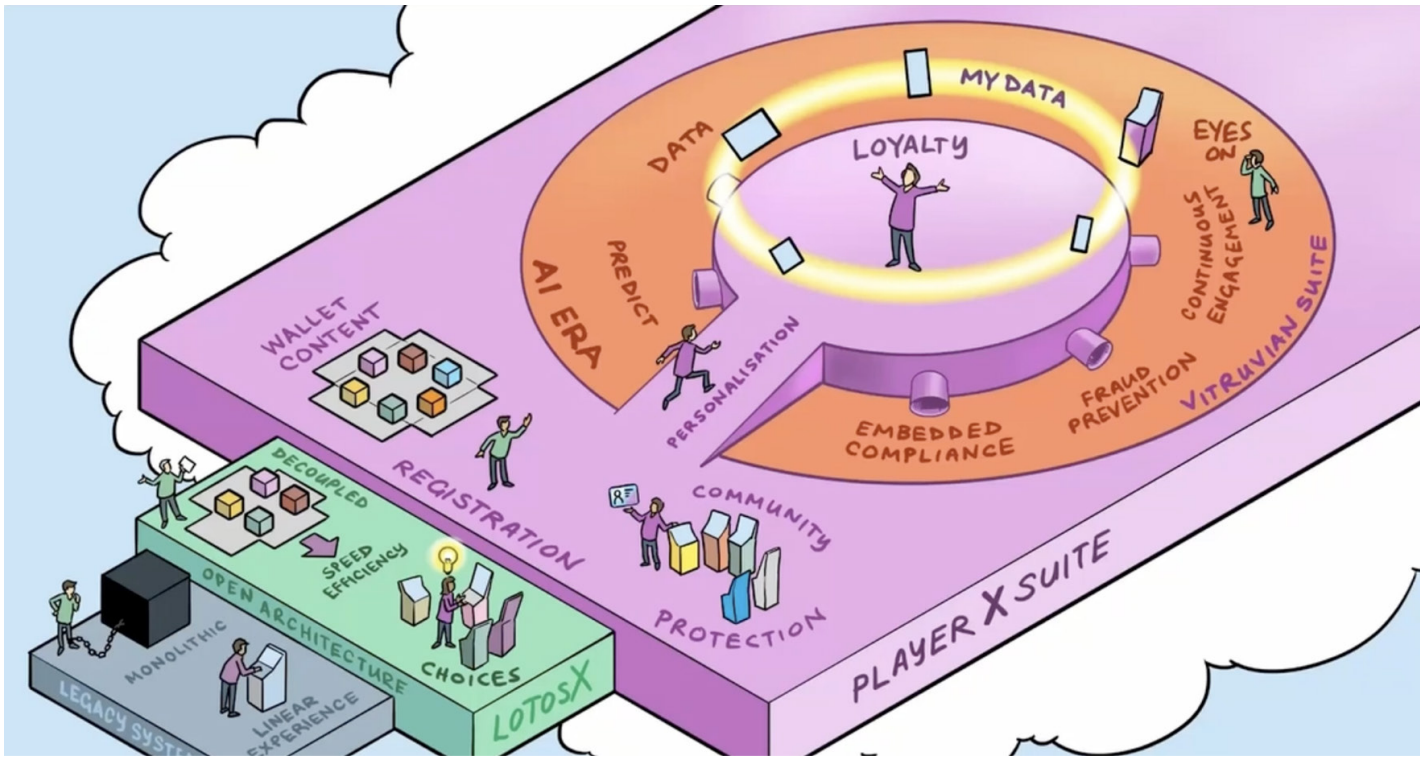


When Intelligence Meets Experience:

How Bally's Vitruvian Platform Elevates INTRALOT's LotosX Omni into the Future of Lottery



As players move fluidly between retail counters, mobile devices, and online experiences, the industry's future will belong to operators who can unify these touchpoints, understand their players preferences, and respond instantly with personalized and responsible experiences.

At the heart of this transformation lies **LotosX Omni**, INTRALOT's next-generation lottery Solution, which today, with **Bally's Vitruvian Data, AI/ML, Martech, Observability, and Tracking Platform** integrated into its core, elevates this vision and makes it even more tangible.

Together, they unlock a new era of intelligent, omnichannel lottery operations built on real-time insight, measurable performance, and seamless player experience.

The Strength of LotosX Omni

LotosX Omni is designed to bridge the traditional and digital worlds of lottery. It brings every channel including **retail, web, mobile, and self-service** into a single, cohesive platform. Built on a **cloud-native, modular architecture**, it ensures agility, scalability, and resilience.

The platform gives operators full control of their entire ecosystem: product management, game configurations, draw operations, retail network monitoring, and player engagement, all unified under one intuitive interface.

It's this openness that makes LotosX Omni a perfect foundation for integrating Bally's **Vitruvian Platform** as the intelligence layer that transforms data into action.

New, advanced LotosX Omni
Holistic, Scalable, Limitless

LotosX
OMNI

INTRALOT LotosX Omni introduces a brand new omnichannel gaming solution.

intralot.com

Certified by M.A. for its Responsible Gaming program. INTRALOT is committed to the principles of responsible gaming incorporating them in its best-in-class product solutions and global operations.

Vitruvian: Our Intelligence Engine

Vitruvian represents a leap forward in how lotteries can use data. It's not just a warehouse, it's a **real-time, cloud-based intelligence platform** that consolidates information from every player interaction, every channel, and every transaction to create a unified, actionable view of each individual.

The platform **enables “data-driven marketing and real-time customer insights”** and in practice, that means it learns from every behavior and continuously refines its understanding of what players want, when they want it, and how they prefer to engage.

By integrating directly with **LotosX Omni**, Vitruvian provides operators with a dynamic decisioning layer. It identifies patterns, segments players, and predicts outcomes such as problem gambling, churn risk, cross-sell potential, preferred channels of engagement and much more. This intelligence feeds seamlessly into both operational and marketing workflows, ensuring that **personalized** content is properly served through CanvasX, safeguarding that every promotion, loyalty offer, or product

recommendation is **timely, and relevant**.

Pre-Integrated Engagement, Powered by Vitruvian

To bring these insights to life, Vitruvian comes with a suite of **pre-integrated tools**, including the industry-leading **Braze** engagement platform. Braze functions as the **execution arm**, a built-in capability that enables operators to act instantly on the intelligence Vitruvian generates.

This means lottery operators don't need to build complex integrations or new marketing stacks. In essence, **Vitruvian thinks, LotosX executes, and Braze communicates**, forming a single, frictionless value chain from insight to player action.

A Unified Vision: From Data to Delight

When combined, **LotosX Omni and Vitruvian** redefine what a modern lottery ecosystem can achieve.

- **For players**, it delivers a truly personalized experience with every interaction, online or at retail, feels relevant and consistent.

- **For retailers**, it provides smarter promotional tools, real-time sales insights, and demand forecasting that optimize in-store performance.
- **For lottery operators**, it creates a measurable feedback loop from campaign to conversion to retention, all powered by unified data and intelligence.

A Shared Vision for the Future

INTRALOT has long positioned itself as a technology partner driving digital transformation in the lottery sector. Bally's acquisition and the introduction of Vitruvian into this ecosystem extend that mission, transforming raw data into actionable intelligence that powers the next generation of player engagement.

Together, they're building the intelligent lottery of the future, one where personalization is not a buzzword but a measurable business advantage, where every player journey is seamlessly connected, and where data works in service of transparency, growth, and responsibility.

In an era where **Data and AI are the new differentiator**, the

combination of **LotosX Omni and Bally's Vitruvian platform** stands as the most complete, future-ready solution for lotteries seeking to bridge the physical and digital worlds with intelligence, agility, and purpose.

A new standard has been set, one where **every play counts, every message matters, and every decision is powered by insight.** ■

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