

Lottery Action



Lottery Help Line
800.228.0010

For Help With Pull-Tab Vending Machines
800.235.7198

For Help With Terminals or Sci-Scans
800.858.4744

For Help With Instant Ticket Vending Machines
800.235.7198

www.ialottery.com

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Lottery Terminals Can Be Another Tool For I.D. Checks

A two-year project by retailers, the Iowa Lottery and Iowa Department of Transportation has produced an additional tool that can enhance existing procedures to fight the under-age sale of alcohol, tobacco and lottery tickets.

In addition to their primary function in selling and cashing tickets, Iowa Lottery terminals in many instances now can be used to scan Iowa driver's licenses and identification cards for age verification.

"We hope this can be one more tool in the age-verification procedures retailers are already using statewide," Lottery CEO Terry Rich said. "Since our retailers initially approached us about the idea, we've concentrated on maximizing our equipment's read rate for I.D.s and we've seen good success in many locations."

Iowa Department of Transportation Director Paul Trombino III said he is pleased that the DOT could be part of a process focusing on a better-equipped retail network and stronger age enforcement.

"We understand and are supportive of retailers' efforts to have the strongest age-enforcement procedures possible."
– Terry Rich

"Everyone involved in the discussions had a unique, solution-oriented perspective," Trombino said. "We hope we can take the lessons learned from this project and apply them in other situations."



Scanning a driver's license with the Wave terminal

When the lottery began to discuss the new system of terminals and communications equipment it ultimately would deploy in July 2011, some retailers asked if it could include an age-verification feature. While it sounded like a fairly simple add-on, lottery officials soon discovered the process would be more challenging.

"The project was a huge learning opportunity for us through public-private collaboration," Rich said. "We understand and are supportive of retailers' efforts to have the strongest age-enforcement procedures possible."

Lottery officials learned from the Iowa Department of Transportation that there are two different designs among the licenses and identification cards currently being used by the state's 2.4 million driver's license holders and thousands of I.D. card holders. The different versions are the result of a card-design upgrade that occurred in April 2010.

Action Briefs

Quick Review of Rules About Signing Tickets

As part of its commitment to player security, Iowa requires that players sign their tickets before retail personnel can check them on their behalf or cash them. Signing the ticket protects both you and the player and ensures that the player is paid any prize that they win.

Retailers may only check and cash signed tickets. This applies to all Iowa Lottery tickets. Follow these steps to check or validate lottery tickets:

- 1) Ask the player if they have signed the back of the ticket. If they haven't, have them sign it BEFORE you attempt to check or validate it. This applies to all tickets. The player should sign the signature line on the back of the ticket. For any pull-tab ticket that does not have a signature line, have them sign on the bottom of the back of the ticket.
- 2) Check or validate the ticket in the lotto terminal.
- 3) Pay any prize due to the player. Or, if the ticket is not a winner, hand it back to the player. Do not leave previously checked tickets on the counter.

Remember that this requirement is part of your signed agreement with the Lottery to sell our products. Any failure to follow the Lottery's terms and conditions may result in revocation, suspension or termination of your license or limitations on your ability to sell Iowa Lottery tickets.

NEW Game End and Validation End Dates

		Official Game End	Valid Period Ends
718	Spades	10/1/12	12/31/12
733	Spooky Loot	10/1/12	12/31/12
746	Great State Tailgate	10/1/12	12/31/12

Other important dates are listed on the back of this issue.

Winter of Winners Promotion Offers Gift Cards, Electronics and Trips to Las Vegas



Record entries in its holiday promotions over the past three years and player requests for more chances to “Play It Again”™ have led the Iowa Lottery to extend its holiday campaign this year.

The “Winter of Winners” promotion kicked off Oct. 3 as the first eight of the lottery’s holiday-themed instant-scratch games began sales for the season. Two more holiday scratch games will hit the streets Oct. 31.

Winter of Winners offers a total of 150 prizes, including 10 trip packages to THE PALMS™ in Las Vegas. Players’ entries in the drawings will correspond to the purchase price of the tickets they enter. For example, a \$2 ticket will receive two entries in the promotion, while a \$10 ticket is good for 10 entries.

To enter the promotion, Iowa Lottery players must join or already be members of the lottery’s free VIP Club and enter the required numbers from nonwinning holiday scratch tickets.

Here is the drawing schedule:

- **Nov. 14:** 100 Bass Pro Shops® gift cards of \$250 each will be given away.

- **Dec. 14:** 40 home-entertainment systems worth \$2,019 each will be up for grabs. Each electronics package includes a premium-brand, 42-inch LED HDTV, 1,000-watt home theater system and Blu-ray Disc™ player.
- **Jan. 14:** 10 trip packages to THE PALMS™ in Las Vegas will be given away. Each trip package, valued at \$4,315, includes airfare, a deluxe room at THE PALMS™, a show ticket allowance and \$1,000 spending cash.

The entry deadline for the first drawing is noon Nov. 12; noon Dec. 12 for the second drawing; and noon Jan. 12 for the final drawing.

Rules and complete details are available on the lottery website at www.ialottery.com; drawing results also will be posted there.

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OCT./NOV. 2012	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		8	9	10	11	12	13
	LOTTERY ACTION DELIVERS						
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	LOTTERY ACTION DELIVERS						
	28	29	30	31	Nov. 1	2	3
				HAPPY HOWLIDAYS (\$1)/ BEST WISHES FOR A SWELL SEASON (\$2) BEGIN			
	4	5	6	7	8	9	10
	LOTTERY ACTION DELIVERS						

Iowa Lottery Wave Terminals Can Be Another Tool For Checking I.D.s

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An Iowa driver's license and an Iowa Lottery sleeve to aid in scanning.

The improved materials and features in the newest design have produced longer-lasting cards that are more resistant to fraud and tampering.

The old fleet of cards will continue to be replaced as people renew or replace their licenses. With a maximum five-year renewal period, that process should be complete in mid-2014.

All of the licenses and I.D. cards have two bar codes on the back. It is the 2D bar code, which is somewhat taller and has a complex pattern, which contains the relevant information for age enforcement. The current bar codes in use in Iowa conform with national and international standards for identity-document construction and security.

By March of this year, lottery testing had determined that the different versions of the cards could be read by lottery terminals, but with some difficulties. To improve scanner read rates, the lottery designed and produced special white plastic sleeves that have been distributed to retail locations.

Driver's licenses and I.D. cards should be inserted into the sleeve before scanning. The sleeve covers the small bar code at the top of the license and improves the scanner's ability to detect and decipher the 2D bar code. To help retailers use the sleeves effectively, the lottery has developed a training video.

In addition to the video, the lottery offers these scanning tips:

The new licenses and I.D. cards can be read with the scanner normally used to cash instant-scratch tickets.

The scanner is a separate device that sits just beside the lottery terminal. To cash a scratch ticket, hold it under the scanner's red beam. It's a similar process if you want to verify a customer's age. Slip the person's driver's license or I.D. card facedown into the white plastic sleeve from the lottery. Then, leaving the scanner in its holster, hold the driver's license under the red beam so the 2D bar code on the back of the license can be read. In many instances, it works best to hold the license at an angle towards the scanner.

Older licenses and I.D. cards, which have a magnetic stripe as well as two bar codes on the back, also can be read with the scanner, but the success rate is not as high. To attempt to read the card, follow the same process described above. However, if your business has a mag-stripe reader, you may want to continue using it for the older cards.

When the lottery terminal has successfully read a driver's license, it displays a simple message stating the exact age of the person whose license has been read, such as:

22 years, 341 days. If a record of the verification is needed, the information on the screen can be printed from the terminal.

The message will be printed on the same paper used to produce tickets in lotto games such as Powerball® and Mega Millions®.

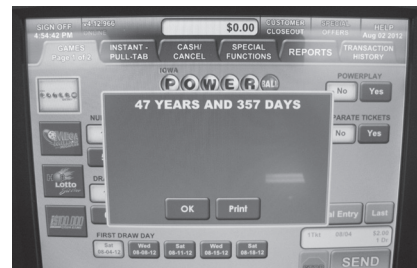
Rich emphasized that the lottery's terminals have only been programmed to read Iowa driver's licenses and I.D. cards, as license designs vary from state to state and the computer coding required for additional states' licenses could slow the lottery's network, compromising its ability to sell and validate tickets. Scanning Iowa licenses will cover the vast majority of those presented in our state, Rich said.

To comply with privacy requirements, the lottery's terminals do not retain the information on driver's licenses – once the age verification is complete, the details from that particular card are automatically cleared out of the terminal.

"We know retailers are always looking for new tools they can use for age-verification purposes, and they've faced some steep costs for new equipment," Rich said. "We hope this additional use of our lottery terminals can be an aid in many locations."

And in another proactive step, after officials at the DOT were alerted that the design of Iowa's newest driver's licenses was causing scanning difficulties for the lottery's equipment, the DOT began to investigate whether the licenses can be redesigned to move the bar codes further apart. No decision has yet been made, but Director Trombino said his department is glad to continue to work on it, with the expectation that a change in card design would occur at the next security upgrade cycle, likely in 2015.

A two-minute training video is available under the "For Retailers" tab on the lottery website and through the Petroleum Marketers and Convenience Stores of Iowa and the Iowa Grocery Industry Association. The lottery has provided to Iowa retailers a printed brochure about the age-verification process utilizing its terminals and also will add the training video to terminals statewide, likely in mid-October.



The Wave terminal shows the exact age of the person whose license has been scanned.



The arrangement of bar codes on a new driver's license (top) looks somewhat different than on an old one (bottom).

IOWA LOTTERY GAME INFORMATION

As of Oct. 8, 2012

Game	Start Date
592 BINGO TIMES 10-Orange/Green	03/31/08
631 LUCKY DIAMONDS	03/30/09
666 LIFETIME RICHES	04/05/10
667 CASH BONANZA	05/24/10
702 CROSSWORD-Red/Green	10/04/10
701 MAGIC LINE BINGO-Purple/Ylw.	01/03/11
703 IOWA LOTTERY BLACK	01/03/11
716 RED HOT CHERRIES	01/03/11
711 LUCKY LINES	03/07/11
713 SIZZLING 7'S	03/28/11
717 SUPER CROSSWORD	04/18/11
724 CROSSWORD-Green/Purple	05/06/11
720 DIAMOND MINE	05/16/11
725 TRIPLE PLATINUM 777	05/23/11
726 VETERANS HOT \$50	07/18/11
727 PINK PANTHER™	07/18/11
731 MONOPOLY™	07/18/11
729 SUNNY MONEY	08/08/11
730 TRIPLE CHERRY TWIST	08/08/11
728 TWISTED	08/29/11
732 LOOSE CHANGE®	09/19/11
736 LUCKY ELVES BINGO	09/26/11
737 MERRY CROSSWORD	09/26/11
738 HOLIDAY BONUS CROSSWORD	09/26/11
739 HOLIDAY COUNTDOWN	09/26/11
740 SNOW BANK	10/03/11
741 BETTY BOOP™	10/03/11
742 SPARKLING WINNINGS	10/03/11
743 HOLIDAY WISHES	10/03/11
744 WINTER BUCKS	11/04/11
745 SANTA GAMES DOUBLER	11/04/11
735 LUCKY JAR BINGO	12/27/11
723 ACES HIGH	01/06/12
747 VETERANS DOUBLE DOUBLER	01/06/12
748 LUCKY HEARTS	01/06/12
749 MINUTE TO WIN IT™	01/06/12
750 MATCH & WIN™ 2ND EDITION	01/06/12
751 DID I WIN? - GOLD SERIES	01/06/12
714 \$30,000 CLUB	02/02/12
752 X MARKS THE SPOT™	02/02/12
753 PAC-MAN™	02/02/12
754 BEE LUCKY	03/01/12
755 DOUBLE WILD 8'S	03/01/12
758 ROULETTE	04/05/12
759 MATCH 3 TRIPLER	04/05/12
760 PINBALL	04/05/12
757 SUPER CROSSWORD	04/09/12
761 HOT \$50,000	04/09/12
763 INSTANT MONOPOLY™	05/03/12
764 ROYAL RICHES	05/03/12
734 5X THE MONEY	05/31/12
765 TRIPLE FORTUNE	05/31/12
762 GEMSTONE 10s	06/27/12
766 VETERANS SILVER 6s	06/27/12
767 SCRABBLE™	06/27/12
768 SUPER CASHOUT	06/27/12
769 7	06/27/12
756 CROSSWORD-Orange/Pink/Green	07/02/12
770 LUCKY CHERRY SLOTS	07/18/12
773 500 GRAND	07/18/12
771 BOGGLE™	08/29/12
772 DOUBLE IT	08/29/12
774 WIN PIGS FLY	09/10/12
777 NORTH POLE BINGO	10/03/12
778 HOLIDAY CROSSWORD	10/03/12
779 JINGLE BELL JACKPOT	10/03/12
780 HOLIDAY BLACK	10/03/12
781 PEPPERMINT SUPER CROSSWORD	10/03/12
782 HOLIDAY TREASURES	10/03/12
783 HOLIDAY GOLD	10/03/12
784 MERRY MONOPOLY™	10/03/12

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
656 CROSSWORD-BLUE/GREEN	12/10/09	11/05/12
660 BINGO NIGHT-Purple/Green	12/18/09	11/05/12
696 REINDEER BINGO	10/04/10	11/05/12
705 DIAMOND DASH	02/14/11	11/05/12
708 GIVE ME \$20	01/24/11	11/05/12
710 RAINING CASH & DOGS!	03/07/11	11/05/12
715 333	04/18/11	11/05/12
719 MONEY \$EE MONEY DO	05/23/11	11/05/12
721 RUBY RICHES	06/20/11	11/05/12
722 TIC TAC 2'S	06/20/11	11/05/12
718 SPADES	05/09/11	12/31/12
733 SPOOKY LOOT	09/19/11	12/31/12
746 GREAT STATE TAILGATE	08/29/11	12/31/12



Helping you serve the Lottery customer

www.ialottery.com

Lotto Game Information

Game	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
Hot Lotto	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
\$100,000 Cash Game	Monday through Saturday	8:18 p.m.	8:28 p.m.	8:40 p.m.
Mega Millions	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
Pick 3 and Pick 4 Midday	Daily	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	Daily	8:18 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	8:59 p.m.	9:59 p.m.	11:40 p.m.

If you or someone you know has a gambling problem, call 1-800-BETS OFF.
You must be at least 21 years old to purchase lottery tickets.