



# NORSK TIPPING

norsk-tipping.no

## Our client

Norsk Tipping AS is Norway's national lottery operator offering draw and scratch card games, and is wholly owned by the Norwegian government and administrated by the Ministry of Cultural and Ecclesiastical Affairs. Norsk Tipping was founded in 1948 and offered only football pools (Tipping) until 1986, when Lotto was introduced.

In June 2003 the Norwegian parliament decided that Norsk Tipping should take over the gaming-machine market in Norway. The proceeds from Norsk Tipping activities are equally distributed between sports, culture and social projects in Norway (accounting for around 25% of the Government's culture budget). The Norwegian market is unique in terms of registered players, as almost 75% of the families in Norway has a Norsk Tipping player card.

## The issue

Norsk Tipping's underlying vision when selecting a supplier of the Interactive video terminal (IVT) solution was to develop a new gaming machine application for a socially responsible and profitable market. By developing new gaming entertainment to a broad customer base, Norsk Tipping wanted to contribute with predictable incomes to charity objectives.

## The solution

Following a public tender in November 2003 - which included major suppliers from around the world - ACE Interactive was awarded a contract by Norsk Tipping for the supply of an interactive video lottery (IVT) system, games and 10,000 IVTs.

ACE Interactive delivered a commercial pilot installation in Norway, including 200 IVTs, 60 site controllers, 10 games and a complete gaming system. The pilot was successfully operational for its three months duration.

## The benefits

- Testing made by Norsk Tipping included a third-party performance and stability test carried out by Ernst & Young, where the ACE Interactive system was approved to handle 10,000 concurrent, connected IVTs.
- Commencing in 2008, ACE Interactive will supply Norsk Tipping with a state-of-the-art, true server-based gaming system, a strong game portfolio (based on ACE and Aristocrat games) and its next-generation IVT cabinet. By integrating the ACE Interactive IVT system with Norsk Tipping's legacy lottery system, players will also gain access to traditional lottery games such as Lotto on the IVTs.
- Furthermore, the ACE Interactive Open Content Space - enabled by the Game Development Kit - will offer great content opportunities for Norsk Tipping as it opens up for third-party game providers.
- The Norsk Tipping registered player cards held by the majority of households in Norway makes the Norwegian gaming market unique. The use of these player cards will now be extended by seamless integration with the IVT system. A cashless solution will allow players to transfer funds and wins between the IVT and the player's Norsk Tipping player account.
- Combined with a number of responsible gaming features - such as player-defined money limits, self-exclusion, and game availability according to age limits - the Norsk Tipping IVT offer will be highly responsible and in line with their extensive policy for social responsibility.

“Norsk Tipping for ACE Interactive is highly interesting and motivating at the same time. First of all, Scandinavians, especially in Norway, are used to best in class Player Services, so anything less than an excellent appealing product would be a failure – we are sure with the new cabinet we have responded properly to this requirement. Secondly Norsk Tipping represents Aristocrat’s manifestation of its entry into the state authorized Video Lottery Market, or in North America often referred to as Public Gaming market. Thirdly our latest Gaming Platform AIGS 4.0 is currently in submission to GLI and we anticipate final certification in 1st quarter 2008 which would make AIGS 4.0 the first True Server Based Gaming solution certified ever. I am very proud for my highly talented and hard working team at ACE Interactive and our colleagues at Aristocrat having accomplished these 3 major milestones.”

**Michael Koch**

*CEO ACE Interactive*

“Our experiences were positive – both technically and not the least from the players’ point-of view. Through the pilot we also received confirmation that this concept was unique and flexible with respect to quick downloads of new games, shut-downs of undesirable games, and overview of all money transactions. It actually gave us a complete control from A to Z.”

**Tollef Imsdalen**

*Vice President Norsk Tipping*



**ACE Interactive**

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