

# Panasonic Wins the Lottery



Telefónica

- Involved** : 2200+ x 42" Plasma with Internal PC  
**End user** : Sistemas Técnicos de Loterías  
**Placement** : Multiple sites throughout Spain  
**Install Date** : March 2008  
**Partners** : Crambo (Distributor), Telefónica Soluciones (Project Owner)

Panasonic overturned the competition (which included Samsung, Toshiba and LCD panels) to capture the hearts & minds of STL; the company which runs the Spanish Lottery. Just over Two Thousand 42" Professional Plasma Displays are to be rolled out across Spain in one of the largest commercial wins in gambling history.

Sistemas Técnicos de Loterías STL are a Public cooperation whose main businesses lie through channels such as Spanish national Lottery, La Quiniela, Lotería Primitiva, Bono Loto, Gordo Primitiva, Euromillones, El Quinigol, Lototurf y Quíntuple, Plus other key Lottery games in Spain. Sistemas Técnicos de Loterías are totally re-vamping their 4000 stores starting with an equipment refresh being lead by Panasonic Plasma Displays. Four and a half thousand shops will have new communication systems and with this new media for advertising it is opening up exciting new communication channels for the STL brand. Panasonic are installing into 2200.

Key messages will be updated Lottery results information, STL's own advertising to promote new games & special offers, & 'News Spots' made up of advertising from 3<sup>rd</sup> party companies (manufacturers & partners)



## Why Panasonic?

Due to the importance of this new communication channel to the End User, the owner of the project, Telefónica Soluciones overcame competitive barriers to explain that Panasonic's Professional Panels were the only choice for the solution required. Flexibility and Professionalism won Panasonic the opportunity to work on this huge project.

Smart, easy communications come in the form of the Panasonic TH-42PS10 with a Slot-In EINS PC (ETX-1312C1000) in every screen. Internal PC's ensure clean lines & simple control while the Plasma Display fits perfectly into STL's stylish new stores effortlessly.

The ETX-1312C1000 Slot In PC:



## Key Facts

- Flexibility & reliability of the products
- Integrated Solutions (Internal PC - Unique)
- Roll Out: Feb – Apr. Phase 1 = 2200 pcs
- Pre & Post Sales support & reaction from Panasonic



## Local Contact

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Internal use only

Consent given for external use

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