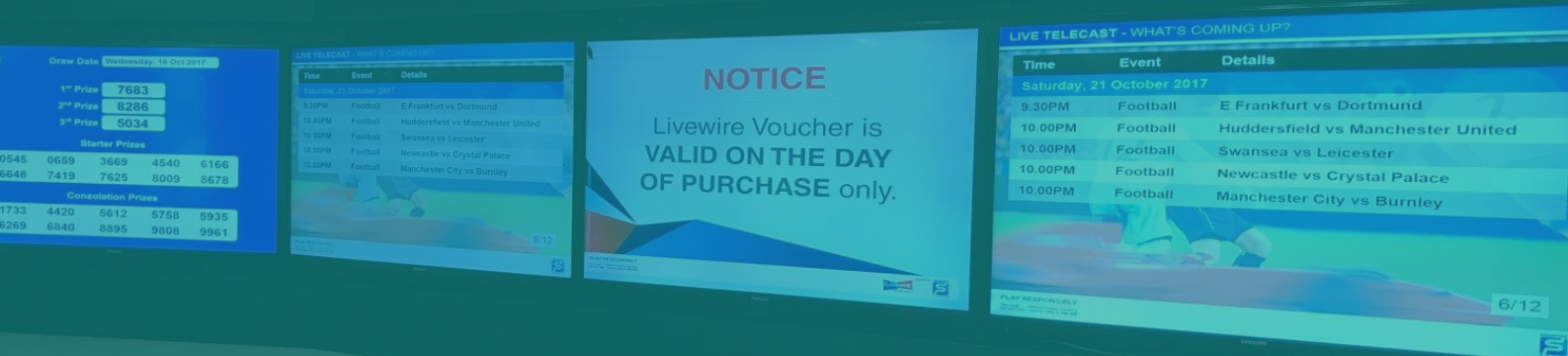




Case Study



PROMOTING RESPONSIBLE GAMING MADE EASY

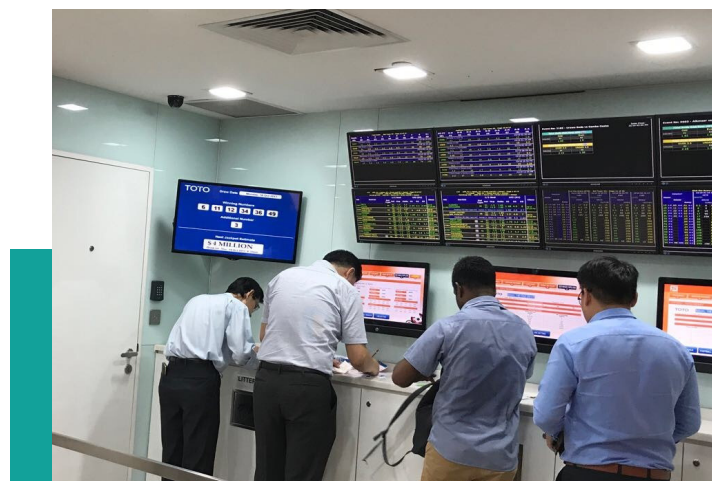
Singapore Pools has over 300 branches and authorized retail outlets that offer lottery games, such as Toto, 4D and Singapore Sweep and Sports Betting for football matches and motor racing events, as well as betting on horse races.

Since its formation, Singapore Pools has been playing an important role in gradually changing the turbulent, risky gambling scene of the 1960s and 1970s to one where the social cost to individuals and families has become more manageable. As a socially responsible gaming operator, Singapore Pools upholds self-regulating guidelines in the way they run our operations day-to-day.

To easily and consistently promote their responsible gaming campaign in all of their outlets and branches, Singapore Pools turned to digital signage. Through their nationwide digital signage network, they are able to educate customers about playing with care, playing within their means and dealing with the risk of problem gambling. Next to their responsible gaming campaign, they deploy PADS4 to display event messages, lottery and betting updates. Singapore Pools use the XML data connection in PADS4 to import and display the real-time gaming and betting data.

"Singapore Pools selected PADS4 for its flexible data integration and customization. They also love how user friendly the central management system is"

- Yuan Yuan, Skycom Satellite Systems -



NATIONWIDE REAL-TIME DISPLAY COMMUNICATION

PADS4, the all-in-one signage platform for the leisure industry



RELYING ON PADS4 SINCE 2007

Singapore Pools has been a satisfied PADS4 customer since 2007. To date approximately 450 displays all over Singapore are centrally managed from one location. The network has been implemented and monitored by Skycom Satellite Systems Pte Ltd, a recognized leader in end-to-end next generation solutions for IPTV and digital signage in Asia. The Digital Signage system covers all the Singapore Pools Livewire venues, branches and outlets.

DATA DRIVEN SIGNAGE SOFTWARE

PADS4 is a powerful all-in-one digital signage platform. Transform data sources into smart and versatile signage, including advertising, wayfinding, internal communication, queue management and corporate branding.

Meet the needs of industries with complex internal and external communication problems, by integrating all your data sources and screens. PADS4 supports real-time data integration, if-this-then-that programming, and dynamic digital signage for advanced visual communication that is targeted and personalized.

One in three of the top 100 worlds most recognized brands already use PADS4.



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