

Case Study: National Lottery of Mauritius

The National Lottery of Mauritius Implements Countrywide Digital Signage, Powered by Signagelive



Lottotech (owners of the National Lottery) began investigating the possibility of updating its promotional activities in 2012. The company began discussions with Plug In, who created a bundled application using Signagelive software to demonstrate the concept of digital signage.

The Opportunity

The National Lottery of Mauritius is using Signagelive's cloud-based software platform to display dynamically updated content, including lottery jackpots and FIFA World Cup TV feeds in different locations as part of nationwide project to update its advertising processes.

The digital signage solution is fully owned and managed by Plug In, a leading provider of innovative technology solutions in EMEA and Signagelive's strategic channel partner in the region. By purchasing attractive airtime packages from Plug In, the National Lottery has been able to replace printed posters with digital content, resulting in enhanced consumer engagement and increased revenue.

Signagelive was chosen as the preferred technology partner because of its cloud-based digital signage capabilities and its reputation in the market. Signagelive also has experience of working with the Camelot, owners of the UK National Lottery.

"While testing the concept of digital signage and various technologies, it was clear from the outset that Signagelive's offering was the most cost effective. It is cloud-based so we have been able to maximise all available bandwidth to ensure there are no latency issues, an important factor in a densely populated country like Mauritius where Internet usage is high."

Kabir Gobin
Digital Signage Consultant
Plug In





The Digital Signage Network

Digital signage has transformed Lottotech's promotional activities and has resulted in significant cost savings both for the Lottery as well as independent traders. As an incentive for providing designated space and covering all energy costs, retailers are given a display and a player (preloaded with Signagelive software) to use as an alternative to printed posters.

By purchasing airtime bundles from Plug In, they can use the digital signage solution to promote their own products and offers.

Further to a successful pilot involving 50 displays situated in primary locations, Plug In has installed a further 200 Samsung displays in a number of lottery-owned kiosks, mini markets, supermarkets and shopping malls throughout the island.

The installed digital signage players have been preloaded with Signagelive software, making implementation speedy and straightforward.

The Samsung displays are being used to run different content formats including animated Flash banners, live weather updates, Media RSS feeds, lottery-funded projects and nested playlists.

All displayed content, including a countrywide campaign to promote the Lottery's weekly jackpot, is scheduled and managed using Signagelive software.

About Plug in

Plug In Ltd offers a full range of Indoor and Outdoor Advertising Solutions with works ranging from Billboard manufacture and maintenance, Display Stands, Signage, Point of Sales Branding, Vehicle Wrapping to Bus Shelters Branding and our recently launched service - Digital Signage.

The first step of our company was billboard advertising making the company grow from strength to strength. We currently advertise for a number of different companies including Lottotech where we offer the service of updating their jackpot alerts on all their billboards every Saturday night. HSBC, Casela, KPMG, Gamma amongst others are a few of our many clients that use our billboard service.

Point of Sale Branding is another service we provide. This includes the re-decoration of entire shops from a full shop painting, indoor re-organisation, product placements, design, implementation of Display Stands and lastly indoor and outdoor Signage. Our Outdoor Team specialises in Vehicle Wrapping and Bus Shelter Branding, which provides excellent market visibility with a relatively limited spend.



"Every Saturday at 8.30pm we are notified of the latest jackpot total, we simply alter the playlist within Signagelive and all displays are updated with the latest jackpot amount within 10-15 minutes across the island."

Kabir Gobin
Digital Signage Consultant
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