

# PRICING

SW0135 MARKETING & ADVERTISING: #EV00000444  
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carmanah  
A DIVISION OF  
STRATACACHE signs

**STRATACACHE**



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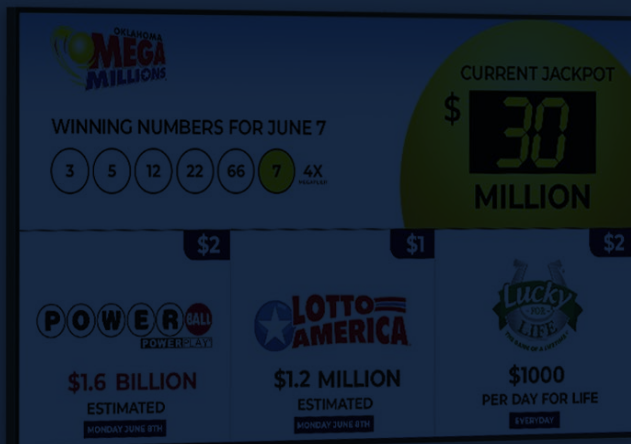
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# PRICING: Lottery Digital Signage





# Pricing: Lottery Digital Signage

## Overview of Project Categories

The following pages provide a scope overview and related pricing for each of the following core digital signage project categories:

### Capital Items:

- 1.1. 43" Single Screen Digital Menu Board
- 1.2. 49" Single Screen Digital Menu Board
- 1.3. 11.6" LINQ All-in-One Tablet
- 1.4. 32" LINQ All-in-One Tablet
- 1.5. 23.1" Digital Shelf Edge Display

### Operations:

2. Installation Planning & Services
3. Content Planning & Framework
4. Start-up Engineering Services
5. Ongoing Operations Services
6. Ongoing Field Services

Lotto New Zealand, Digital Shelf Edge Display mounted on Instant Tickets Dispenser



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# Pricing: Lottery Digital Signage

## 1. Capital Items

### 1.1. 43" Single Screen Digital Menu Board



Item	Unit Price (\$USD)	
	1- 50 Units	51- 500 Units
(1) STRATACACHE 43" Commercial Grade Display, including one year hardware warranty	\$1,843	\$1,795
(1) STRATACACHE Single Output Media Player	\$520	\$490
(1) Cables & Player Mount	\$85	\$85
(1) ActiVia Media Platform (AMP) Software License (one time fee)	\$350	\$350
(1) Annual Software Maintenance Fee, Year 1 (see Note 3)	\$40	\$40
(1) Integrated Cellular Module & SIM (optional addition for flexibility at sites without Scientific Games provided connectivity - see Note 5)	\$240	\$240
<b>TOTAL</b>	<b>\$3,078</b>	<b>\$3,000</b>
(1) Wall Mount Option	\$345	\$345
(1) Ceiling Mount Option	\$650	\$650

#### Notes:

- Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
- A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
- For Year 2 and beyond, there will be an annual software maintenance fee of \$40 per media player per year.
- It is assumed that Scientific Games will arrange all IP connections related to proposed installations.
- Should the Lottery choose to install at non-Scientific Games provided cellular sites, an integrated cellular module and SIM will be available at a price of \$240 per unit, with a monthly fee of \$20 per unit per month.
- Estimated shipping of 50 43" Single Screen Digital Menu Boards to one location in Oklahoma is \$3,557. Estimated shipping of 500 43" Single Screen Digital Menu Boards to one location in Oklahoma is \$6,756. Shipping estimates can be updated once quantities have been selected.

# Pricing: Lottery Digital Signage

## 1. Capital Items

### 1.2. 49" Single Screen Digital Menu Board



Item	Unit Price (\$USD)	
	1- 50 Units	51- 500 Units
(1) STRATACACHE 49" Commercial Grade Display, including one year hardware warranty	\$2,050	\$1,950
(1) STRATACACHE Single Output Media Player	\$520	\$490
(1) Cables & Player Mount	\$85	\$85
(1) ActiVia Media Platform (AMP) Software License (one time fee)	\$350	\$350
(1) Annual Software Maintenance Fee, Year 1 (see Note 3)	\$40	\$40
(1) Integrated Cellular Module & SIM (optional addition for flexibility at sites without Scientific Games provided connectivity - see Note 5)	\$240	\$240
<b>TOTAL</b>	<b>\$3,285</b>	<b>\$3,155</b>
(1) Wall Mount Option	\$345	\$345
(1) Ceiling Mount Option	\$650	\$650

#### Notes:

- Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
- A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
- For Year 2 and beyond, there will be an annual software maintenance fee of \$40 per media player per year.
- It is assumed that Scientific Games will arrange all IP connections related to proposed installations.
- Should the Lottery choose to install at non-Scientific Games provided cellular sites, an integrated cellular module and SIM will be available at a price of \$240 per unit, with a monthly fee of \$20 per unit per month.
- Estimated shipping of 50 49" Single Screen Digital Menu Boards to one location in Oklahoma is \$4,346. Estimated shipping of 500 49" Single Screen Digital Menu Boards to one location in Oklahoma is \$7,857. Shipping estimates can be updated once quantities have been selected.

# Pricing: Lottery Digital Signage

## 1. Capital Items



### 1.3. 11.6" LINQ All-in-One Tablet

Item	Unit Price (\$USD)	
	1- 50 Units	51- 500 Units
(1) STRATACACHE 11.6" LINQ All-in-One Commercial Grade Tablet, including: <ul style="list-style-type: none"> <li>• 450 nits brightness</li> <li>• Linux OS</li> <li>• 32GB flash storage</li> <li>• Built-in STRATACACHE Media Player</li> <li>• One year hardware warranty</li> <li>• 10-point capacitive touch panel</li> </ul>	\$870	\$785
(1) ActiVia Media Platform (AMP) Software License (one time fee)	\$350	\$350
(1) Annual Software Maintenance Fee, Year 1 (see Note 3)	\$40	\$40
(1) Telescopic Pole Mount	\$145	\$145
(1) Integrated Cellular Module & SIM (optional addition for flexibility at sites without Scientific Games provided connectivity - see Note 5)	\$240	\$240
<b>TOTAL</b>	<b>\$1,645</b>	<b>\$1,560</b>

#### Notes:

- Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
- A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
- For Year 2 and beyond, there will be an annual software maintenance fee of \$40 per media player per year.
- It is assumed that Scientific Games will arrange all IP connections related to proposed installations.
- Should the Lottery choose to install at non-Scientific Games provided cellular sites, an integrated cellular module and SIM will be available at a price of \$240 per unit, with a monthly fee of \$20 per unit per month.
- Estimated shipping of 50 11.6" LINQ All-in-One Tablets to one location in Oklahoma is \$1,194. Estimated shipping of 500 11.6" LINQ All-in-One Tablets to one location in Oklahoma is \$6,434. Shipping estimates can be updated once quantities have been selected.

# Pricing: Lottery Digital Signage

## 1. Capital Items



### 1.4. 32" LINQ All-in-One Tablet

Item	Unit Price (\$USD)	
	1- 50 Units	51- 500 Units
(1) STRATACACHE 32" LINQ All-in-One Commercial Grade Tablet, including: <ul style="list-style-type: none"> <li>• 500 nits brightness</li> <li>• Linux OS</li> <li>• 32GB flash storage</li> <li>• Built-in STRATACACHE Media Player</li> <li>• One year hardware warranty</li> <li>• 10-point capacitive touch panel</li> </ul>	\$1,690	\$1,605
(1) ActiVia Media Platform (AMP) Software License (one time fee)	\$350	\$350
(1) Annual Software Maintenance Fee, Year 1 (see Note 3)	\$40	\$40
(1) Counter Mount	\$210	\$210
(1) Integrated Cellular Module & SIM (optional addition for flexibility at sites without Scientific Games provided connectivity - see Note 5)	\$240	\$240
<b>TOTAL</b>	<b>\$2,530</b>	<b>\$2,445</b>

#### Notes:

- Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
- A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
- For Year 2 and beyond, there will be an annual software maintenance fee of \$40 per media player per year.
- It is assumed that Scientific Games will arrange all IP connections related to proposed installations.
- Should the Lottery choose to install at non-Scientific Games provided cellular sites, an integrated cellular module and SIM will be available at a price of \$240 per unit, with a monthly fee of \$20 per unit per month.
- Estimated shipping of 50 32" LINQ All-in-One Tablets to one location in Oklahoma is \$2,017. Estimated shipping of 500 32" LINQ All-in-One Tablets to one location in Oklahoma is \$5,779. Shipping estimates can be updated once quantities have been selected.



# Pricing: Lottery Digital Signage

## 1. Capital Items

### 1.5. 23.1" Digital Shelf Edge Display



Item	Unit Price (\$USD)	
	1- 50 Units	51- 500 Units
(1) STRATACACHE 23.1" Digital Shelf Edge Display, including: <ul style="list-style-type: none"> <li>• 400 nits brightness</li> <li>• Linux OS</li> <li>• 32GB flash storage and 2GB RAM</li> <li>• Built-in STRATACACHE Media Player</li> <li>• One year hardware warranty</li> </ul>	\$850	\$760
(1) ActiVia Media Platform (AMP) Software License (one time fee)	\$350	\$350
(1) Annual Software Maintenance Fee, Year 1 (see Note 3)	\$40	\$40
(1) External Cellular Modem & SIM (optional addition for flexibility at sites without Scientific Games provided connectivity - see Note 5)	\$550	\$550
<b>TOTAL</b>	<b>\$1,790</b>	<b>\$1,700</b>

#### Notes:

1. Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
2. A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
3. For Year 2 and beyond, there will be an annual software maintenance fee of \$40 per media player per year.
4. It is assumed that Scientific Games will arrange all IP connections related to proposed installations.
5. Should the Lottery choose to install at non-Scientific Games provided cellular sites, an external cellular modem and SIM will be available at a price of \$550 per unit, with a monthly fee of \$20 per unit per month.
6. Pricing does not include Shelf Edge Display retail fixturing or furniture. Should the Lottery wish to integrate displays with retail fixturing, further design discussion will be required before a price can be provided. Carmanah would also be pleased to work with the Lottery's retail furniture vendor partner of choice.
7. Estimated shipping of 50 Digital Shelf Edge Displays to one location in Oklahoma is \$1,952. Estimated shipping of 500 Digital Shelf Edge Displays to one location in Oklahoma is \$6,378. Shipping estimates can be updated once quantities have been selected.

# Pricing: Lottery Digital Signage

## 2. Installation & Planning Services

### Project Services: Installation

Service	Pricing (\$USD)
Preliminary site survey of 3 - 5 proposed retail locations	Complimentary visit with a Carmanah field specialist. <i>It is recommended that this be completed as early as possible.</i>
Full site survey of all sites, including: <ul style="list-style-type: none"><li>- Determine position and mounting</li><li>- Cellular connectivity check</li><li>- Determine if electrical power needed</li></ul>	Assumed that Scientific Games will perform site surveys applicable to the installations.
Installation	Assumed that Scientific Games will perform installations.

# Pricing: Lottery Digital Signage

## 3. Content Planning & Framework

### Project Services: Content

Item	Quantity (Hours)	Hourly Rate	Extended Price (\$USD)
A 2-hour remote Content Scope Setting Workshop for each experience, facilitated by Carmanah, to discuss: <ul style="list-style-type: none"> <li>Asset performance requirements</li> <li>Content screen layout and best practices</li> <li>Media player and content tagging taxonomy</li> </ul>	2-8	\$150	Complimentary
Creation of OK Lottery Single Screen Digital Menu Board Content ( <i>Estimate</i> ): <ul style="list-style-type: none"> <li>Design Guides</li> <li>Animation Creation</li> <li>Development</li> </ul>	90	\$125	\$11,250
Creation of OK Lottery Countertop Tablet <i>Passive</i> Content ( <i>Estimate</i> ): <ul style="list-style-type: none"> <li>Design Guides</li> <li>Animation Creation</li> <li>Development</li> </ul>	90	\$125	\$11,250
Creation of OK Lottery Tablet <i>Interactive</i> Content ( <i>Estimate</i> ): <ul style="list-style-type: none"> <li>Design Guides</li> <li>Animation Creation</li> <li>Development</li> </ul>	125	\$125	\$15,625
Creation of OK Lottery Shelf Edge Display Content ( <i>Estimate</i> ): <ul style="list-style-type: none"> <li>Design Guides</li> <li>Animation Creation</li> <li>Development</li> </ul>	80	\$125	\$10,000

Notes:

1. Quotation is valid for 180 days.
2. Please note that content creation hours have been estimated. Hours will be billed only as provided.

# Pricing: Lottery Digital Signage

## 4. Start-up Engineering Services

### Project Services: Engineering Development

Item	Price per Unit (\$USD)
Establishment of data link from the live national and state Draw Game prize values to the digital signage network.	Complimentary, assuming an open API exists - Otherwise, \$150/hour
Other development work, if/as requested by the Lottery, such as establishing additional live data links to winner data or other data.	\$150/hour

### Project Services: Network Set-Up

Item	Price per Unit (\$USD)
Purchase of new, dedicated servers and firewalls for the Lottery digital network server, and set-up of this server in either the secure STRATACACHE data center in Dayton, Ohio, or another third party data center or service.	<p>All network set-up services are complimentary if the Operations Services (see Section 5) are purchased from Carmanah.</p> <p>Otherwise:</p> <ul style="list-style-type: none"> <li>• \$150/hour for professional services</li> <li>• Price for server, network &amp; related hardware at purchased cost +15%</li> </ul>
Set-up of cellular communications system between the Lottery digital network server and each digital sign at lottery retailers, including connecting all related SIM cards/cellular modems. Cost of any at-retail hardware, including SIM cards and modems, to be borne by the Customer (as part of Capital Items, see Section 1). Carmanah is not responsible for the performance, including uptime, of the cellular communications system.	
Provisioning of media players before shipment to the Lottery.	

#### Notes:

1. Quotation is valid for 180 days.



# Pricing: Lottery Digital Signage

## 5. Ongoing Operations Services

### Project Services: Ongoing Operations Services

Service Bundle	Price (\$USD)	
	1-499 Media Players Managed	500+ Media Players Managed
<ul style="list-style-type: none"> <li>Network secure server hosting and bandwidth.</li> <li>365/16/7 monitoring of Lottery media players by the STRATACACHE Network Operating Center (NOC) in Dayton, Ohio. The NOC receives media player alerts, monitors media player dashboards, performs over-the-wire fixes if/as required, alerts field services proactively if an alarm condition can not be resolved, and supports the field call out teams in troubleshooting.</li> <li>Tier 2 and Tier 3 Help Desk services for the retailer, lottery, and field service team (it is assumed that Scientific Games will perform Tier 1 initial call response and vetting).</li> <li>Scheduling and distribution of content, under guidance of the Lottery's marketing team by the STRATACACHE Global Lottery Operations Team.</li> <li>Ongoing hosting server license for AMP5, STRATACACHE's Content Management &amp; Distribution software.</li> </ul>	\$55 per Media Player per Month	\$46 per Media Player per Month

#### Notes:

1. Payment is due monthly net 30 days.
2. For Year-to-Year Contract: 6 months notice required for cancellation.
3. Quotation is valid for 180 days.
4. Should the Lottery choose to install at non-Scientific Games provided cellular sites, cellular monthly fees will be \$20 per Media Player per month.

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# Pricing: Lottery Digital Signage

## 6. Ongoing Field Services

It is assumed that Scientific Games will perform field call-out services, supported remotely by Carmanah's Operations Services Team, as per Section 5 of this document.

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# PRICING: Proposed Jackpot Signs



# Pricing: Proposed Jackpot Signs

## 3-Game 36" x 14" Sign: Design #4754101



Jackpot Sign Quantity	Price per Unit
100	\$510.00
1,000	\$479.00
2,000	\$472.00

### Each Jackpot Sign includes:

- 4" Hi-Brite Red Dot Digits
- 2 x 1.7" Million/Billion Toggles
- 12V Power Supply
- SmartCom Terminal Transceiver
- SecureLock Hanging Hardware
- Instruction Sheet
- Replaceable Graphic Front Plate
- Back Graphic & Holder
- 3-year Warranty

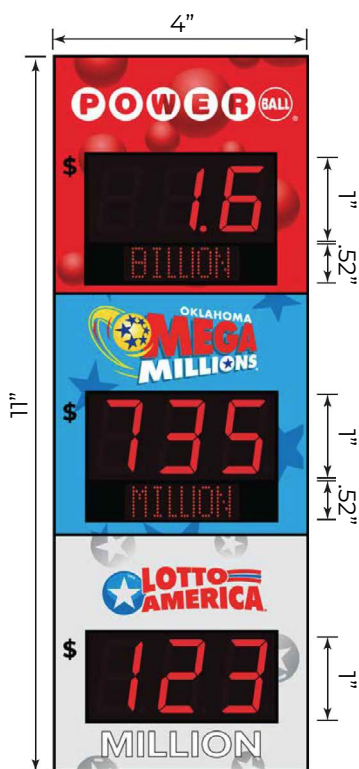
### Notes:

1. Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
2. A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
3. Estimated sea shipping for a quantity of 100 36"x14" Jackpot Signs to one location in Oklahoma is \$4,560; estimated sea shipping for 1,000 36"x14" Jackpot Signs is \$21,600; estimated sea shipping for 2,000 36"x14" Jackpot Signs is \$43,200. Shipping estimates can be updated once quantities have been selected.



# Pricing: Proposed Jackpot Signs

## 3-Game 4" x 11" Sign: Design #4755101



3-Game Jackpot Sign



Side



Jackpot Sign Quantity	Price per Unit
100	\$334. <sup>00</sup>
1,000	\$317. <sup>00</sup>
2,000	\$313. <sup>00</sup>

### Each Jackpot Sign includes:

- 1" Hi-Brite Red Bar Digits
- 2 x 0.52" Million/Billion Toggles
- 12V Power Supply
- SmartCom Terminal Transceiver
- Telescopic Pole Mount
- Instruction Sheet
- Replaceable Graphic Front Plate
- 3-year Warranty

### Notes:

1. Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
2. A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
3. Estimated sea shipping for a quantity of 100 4"x11" Jackpot Signs to one location in Oklahoma is \$2,640; estimated sea shipping for 1,000 4"x11" Jackpot Signs is \$9,000; estimated sea shipping for 2,000 4"x11" Jackpot Signs is \$13,800. Shipping estimates can be updated once quantities have been selected.

# Pricing: Proposed Jackpot Signs

## 2-Game 9" x 5" Sign: Design #4502101



2-Game Jackpot Sign



Side



Jackpot Sign Quantity	Price per Unit
100	\$391.00
1,000	\$365.00
2,000	\$359.00

### Each Jackpot Sign includes:

- 1" Hi-Brite Red Bar Digits
- 2 x Billions "B" Digits
- 12V Power Supply
- SmartCom Terminal Transceiver
- Telescopic Pole Mount
- Instruction Sheet
- Replaceable Graphic Front Plate
- 3-year Warranty

### Notes:

1. Prices are in \$USD and exclude sales taxes. Quotation is valid for 180 days.
2. A 25% tariff surcharge applies based on the current US border tariff of 25% as of date of quotation.
3. Estimated sea shipping for a quantity of 100 9"x5" Jackpot Signs to one location in Oklahoma is \$2,640; estimated sea shipping for 1,000 9"x5" Jackpot Signs is \$9,000; estimated sea shipping for 2,000 9"x5" Jackpot Signs is \$13,800. Shipping estimates can be updated once quantities have been selected.

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# Pricing: Proposed Jackpot Signs

## Terms & Conditions

### Pricing Notes

- All pricing figures are in \$USD and do not include applicable sales taxes. Pricing does not include installation. Quotation is valid for 180 days. Lead time to be confirmed.
- A 25% tariff surcharge applies on final invoice, based on the current US border tariff as of the date of this proposal. This surcharge could change if the border tariff changes at the time of shipment. We are always monitoring the US trade situation for status changes.

### Invoicing

Terms are provided at NET 30 days from date of invoice. All funds in USD.

### Shipping

Signs will be bulk shipped to the specified lottery warehouse. Each Jackpot Sign will be individually packaged.

### Three Year Warranty

Carmanah Signs provides a three year warranty on Jackpot Signs from receipt of goods. After notification of a defect by the customer, Carmanah will supply an RMA (Return Merchandise Authorization) number and arrange shipping for return of any defective units to Carmanah's manufacturing facility at Carmanah's cost. Signage will be repaired and/or replaced, and will be returned to the customer at no cost.

### Turnaround Time

#### **Initial Production:**

- Determined at time of order, quantity dependent

#### **Repair or Replacement:**

- Single sign: Target turnaround of 5 days from receipt of sign and/or notification of failure
- Multiple signs: Turnaround time will be agreed upon within 48 hours of notification