

Request for Proposal – Retail Digital Signage Program Q&A (#2)

Answers published October 4, 2024

- 1. In the RFP, it describes the existing 60 stores as having 2 X 49” Screens Side by Side, is it the intent to repeat as the RFP implies one screen per store moving forward.**

The digital signage configuration in the pilot locations utilizes 2 X 49” screens, side by side. The responding contractor can make its own recommendation(s).

- 2. Do the 40 existing Play centers have screens and media players installed, are they ready for deployment. Are the media players Windows based?**

The 40 existing play centers from the pilot program do not have screens/tablets or media players installed; each is a housing unit. The responding contractor is expected to include the screen/tablet and media player hardware for these units.

- 3. Who supplies the IGT Ticket decoder?**

Each retail location already has a ticket checker. A responding contractor’s plan should include for the relocation of the ticket checker to the digital play center at retail locations where there is a digital play center.

- 4. What is the expectation regarding the number of installations by month, is there an initial completion date for the first 2000 stores.**

The responding contractor’s proposal should recommend installation schedules and completion timelines. See RFP at Section 3.0 Scope of Services (“The NCEL highly prefers a project plan and timeline where the full installation of the menu boards and play centers is fully complete within 8 to 12 months after it executes a contract with the Successful Contractor; however, the NCEL is open to considering accelerated or longer installation timeline proposals and it will evaluate each proposal’s value to the agency and lottery retailers.”).

- 5. Are their warranties in place for the existing screens and play centers and what are they?**

The responding contractor’s proposal should set forth service and maintenance proposal for existing screens and digital play centers from the pilot program. Presently, it has not been determined the extent to which any warranties that are in place may continue as part of a

broader digital signage programs supported by other parties.

6. If there is no existing Wi-Fi, should the vendor offer broadband service.

The NCEL expects responding contractor to provide cellular wireless connectivity to support the digital signage program. Generally, lottery retailer locations do not allow the NCEL to access their private WiFi network. Further, the NCEL does not consider a retailer's WiFi connectivity to be a viable connectivity method for the digital signage program because that related equipment and service are not under the NCEL's control. See RFP at Section 4.4.4. Technical Approach ("The responding company shall describe in detail its communication hardware and connectivity methods (i.e. – cellular, wireless) used. Note that all retailers may not have in-store wireless available for use."). Again, for the avoidance of any doubt, the responding contractor shall independently provide cellular or wireless connectivity to support the digital signage program.

7. Has the lottery got agreements in place with each site to supply power and wi-fi to the endpoints?

The responding contractor's plan should include the installation of power outlet(s), if these are needed at a retail location to support the digital signage or play center. With respect to connectivity, see this Q&A at #6.

8. Can site visits and installation take place during the day or are there special times for these activities.

Generally, site surveys and installations should be coordinated during the day/working hours and conducted efficiently while minimizing disruption to the retailer and its operations. See RFP at Section 4.3.4.c ("Describe how vendor will ensure minimal disruption to retailers' business and facility operations.").

9. (Attachment A). Is there a specific format along with QTY that should be used for the pricing portion of the response? If not, should pricing be provided reflecting the unit cost and the non-recurring and monthly recurring price for required and optional items with subtotals based on 2000 NCEL retail locations, 500 digital play centers, and 6 claim centers?

Note: When existing resources from the NCEL digital signage pilot program are taken into account, there will be 2060 retail locations with menu boards and 540 lottery retail locations with digital play centers.

Please see Section 5.3 (Costs) of the RFP for instructions about submitting a cost proposal.

10. Request for Proposal (Front Page). Is it the intent of the lottery commission that the front page is to be completed with the pricing included or will Attachment A be sufficient for the cost submission?

The front page (Vendor Contact Information) will need to be completed *without* the responding contractor's price proposal. The cost proposal must be in a separate document from the rest of the proposal. See RFP at 5.3 Costs.

11. (Section 3.2.3 DIGITAL PLAY CENTERS). It is indicated in 3.2.3 the features and specification of the 500 Digital Play Centers. Can you provide the features and specification (in similar detail to 3.2.3) for the 2000 retail locations and 6 claim centers?

The NCEL understands this question as seeking "features and specifications" regarding (1) retail locations and claims centers, and/or (2) digital signs to be deployed as part of this RFP. To the extent this question is about the physical spaces at retail locations and claims centers, the Successful Contractor will obtain that information during the site surveys. Thus, a responding contractor's proposal should account for this fact-gathering responsibility. With respect to features and specifications of digital signs and related equipment, the NCEL seeks recommendations from responding contractors as well as information regarding their respective abilities and approach to procurement, installation, and the like. By way of illustration, please see RFP Sections 3.2.2; 3.2.5; 4.3; 4.5; and 4.7.

12. (3.2.3 and 3.2.6 EXISTING PILOT PROGRAM). What is the name of the company providing the existing pilot? What brand equipment is being used for the existing pilot?

The NCEL collaborated with its existing vendor partner IGT Global Solutions Corporation ("IGT"), which independently engaged additional, contracted resources, to launch the existing digital signage pilot. Materials and equipment from a variety of "branded" sources support the pilot program.

13. Please provide the make/model of 60 pilot screens referenced in 3.2.6

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14. Please provide pictures of one of the 40 existing digital play centers from the NCEL's pilot program.

Photos of the current pilot play center provided with this Q&A response posting. See Exhibit D , Exhibit E, Exhibit F & Exhibit G.

15. (3.3.2 CMS PLATFORM). Is the lottery commission seeking a premise-based CMS, cloud-based CMS, or open to either?

See Section 3.3.3. (CMS Platform – Technical Specification and Security Requirements). For the avoidance of any doubt, the NCEL states that it requires a cloud-based CMS.

16. General Questions. Would you be willing to extend the q&a timeline by up to one business week?

The Q&A timeline will not be extended.

17. What type of environments will these be installed in? (Gas stations, grocery stores, etc.?)

Currently, the NCEL has more than 7,100 active retailers. These retail locations fall into 22 different trades styles. The major groups are convenience stores (both independent and chain), grocery stores, bars, restaurants, super stores, tobacco stores, clubs/associations, and general merchandise.

18. What would the working hours be for install? Would we be free to install at any time of day during business hours?

See response #8, above.

19. What does the non-digital signage portion of work look like?

The NCEL declines to answer this ambiguous question.

20. What is the timeline deadline look like regarding how many sites will need to be done per week/month?

See response to #4, above.

21. Regarding turnaround time for service calls/maintenance on the physical unit what are the expectations to have a technician on site for any maintenance?

Responding contractor is to provide service level commitments in its proposal. See, e.g., RFP Sections 4.4.1 (Technical Approach), 4.11 (Service Levels). NCEL expects service levels that will minimize downtime.

22. Are there any union restrictions involved with this project?

The phrase “union restrictions” is ambiguous. The NCEL is an independent state agency in North Carolina whose employees have not engaged in collective bargaining. If a responding contractor has questions about the existence or applicability of “union restrictions,” then it should contact its own counsel.

23. Will SOW documents be provided on a per store basis so we know what the finish product is intended to look like?

The NCEL expects the Successful Contractor to determine configurations, site by site. Digital signs deployed in the pilot program are typically located above or in close proximity to the point of purchase for the retailer.

24. 3.1 Staff and Formal Project Plan. Can you explain who fidelity is and what the NCEL requirements are for this section?

Section 3.1.1 (Staff and Formal Project Plans) states the requirement that the Successful Contractor “Draft and implement with fidelity a formal plan approved by the NCEL throughout the life of the Agreement. Such plans shall, at minimum, address implementation, maintenance, and on-going support and encompass NCEL requirements, including project timelines.” In this context, “implement with fidelity” means that the contractor will implement the formal plan as outlined and agreed-upon. In other words, the Contractor will follow and comply with approved plan. The project plan will be multi-faceted and comprehensive of the goods and services contemplated by this procurement, please read the requirement in 3.1.1 in connection with Section 4.2.

For clarity, the NCEL expects to work with the Successful Contractor to refine – and ultimately agree upon – a formal project plan. Materials provided in the RFP, including responses to Section 4.2, will likely serve as the basis for the agreed-upon plan.

25. Section 3.2.1 Plan and Perform Site Surveys at Identified NCEL Retailer Locations. Will the stores provide a guide or layout depending on the SOW for us to work with when it comes to display placement or at least certain requirements for screen placements with each facility?

The NCEL expects the Successful Contractor to determine configurations after conducting site surveys. Each configuration, installation, and related work must meet all applicable codes or ordinances. Digital signs deployed in the pilot program are typically located above or in close proximity to the point of purchase for the retailer.

26. Can you provide the requirements in advance on what qualifies a good or poor candidate? Will we be provided access to IT closets during the surveys to identify network connectivity options?

The NCEL will be providing the list of potential retail location candidates based on internal qualifications, usually inclusive of trade style and current/future sale potential. In most cases, during site surveys the retailer will allow access to needed areas to conduct the full survey.

27. Also are there any concept drawings of what you are looking for the end product to look like per experience?

Attached are photos of the current digital menu board pilot configuration and placement. It is expected the responding contractor will provide their own recommendation to be confirmed on a site by site basis during the site survey portion of the project. See Exhibit A, Exhibit B & Exhibit C.

28. We are registered with the NJ Gaming Authority both as a company and individual entities. Can the NCEL provide these requirements in advance?

No special gaming-related license is needed to bid on this project.

29. Section 3.2.3 Display Play Centers. Do you want the digital displays mounted to the counter or ceiling/wall mounted applications? Where is the store located?

The current pilot digital menu boards are either ceiling or wall mounted. Play centers are intended to be safely free-standing. Current pilot digital menu boards are typically located above or include proximity to the retailers point of purchase. The play centers locations vary on a site by site basis but expected to be located in a high traffic visible location. See also the preceding response at #25.

30. Are you requesting us to install dedicated power for these new displays and/or tapping into existing power nearby?

It should be anticipated that most retail locations will not have dedicated power for either the digital menu boards or digital play centers. It is expected that during the site surveys, the responding contractor will identify if power is needed and have a plan to install dedicated power when needed during the installation phase.

31. Will the brochure holders need to be mounted to the wall or self-standing?

Brochure holders should be included as part of the play center design configuration. Play centers are intended to be safely free-standing.

32. Can we have the current make/model/skus/pictures of the current products you own?

Photos of the current pilot digital menu boards and digital play center units are provided with this Q&A response. See Exhibit A, Exhibit B, Exhibit C, Exhibit D, Exhibit E & F, Exhibit G . See also responses #13, #42, and #51.

33. Section 3.2.4 Hardware Installation, Asset Management, and Maintenance. What is the turnaround time from a device going down to needing a tech on site to resolve?

See preceding response at #21.

34. Is the NCEL looking to manage the remote support or are they asking for their partners to manage all tech support calls prior to being dispatched to site?

The responding vendor should present a recommendation on-full service maintenance support.

35. Section 4.1 Vendor Qualifications and Workforce Capacity. Do you have a minimum number of technicians/workforces needed in specific areas of NC to meet a minimum requirement?

The NCEL does not have prescriptive regional workforce requirements for the Successful Contractor that is awarded this RFP. However, please note Section 3.1.1 (Staff and Formal Project Plans), which outlines the requirement that the Successful Contractor “ Support[s] the Digital Signage program and meet[s] NCEL business needs with a dedicated account manager / project leader and an *appropriately-resourced team* to service the NCEL’s account.” (emphasis added.)

36. Will you accept technicians outside of the NC area or do all resources have to be local to NC?

The NCEL works with a variety of vendor partners, including some based in North Carolina and others located outside of our state. Business entities registered in other states or countries must qualify to conduct business in North Carolina. If you have questions, please consult your independent attorney and/or review information available on the North Carolina Secretary of State website (sosnc.gov).

37. D Section 4.3 Site Surveys/Site Audits. Are there any general guidelines or expectations to follow on a per site basis?

The responding contractor is expected to present its recommendation for how it will conduct site surveys to identify the best retail locations for the digital signage program, as well as the placement of equipment at those locations

38. Section 4.6 Digital Play Centers What non-digital signage materials are you looking to install/manage?

Please see RFP Section 3.2.3.2 (“Digital Play Centers”), which identifies required features and capabilities for the digital play centers. The current pilot play center unit does have a slot for a printed graphic on the back side of the unit. The NCEL would be responsible for any ongoing printed graphic support of the play center.

39. Section 4.7 Hardware Installation, Asset Management, and Maintenance. Is a warehousing facility located outside of NC sufficient for kitting or does the NCEL require local warehousing?

There are no restrictions on where the warehouse needs to be located.

40. Section 3.2.2 - What size display should be included for the ~2000 digital menu board locations?

- a. It is mentioned on page 7 that the Digital Signage Pilot utilized 2 side by side 49” displays, is that the desire going forward?**

The responding contractor should make a recommendation.

- b. If so, please provide a picture or drawing of the side by side 49” displays for contextual and mounting reference.**

Photos are attached to this Q&A response. See Exhibit A, Exhibit B & Exhibit C.

- c. If not, is there an example (photo, drawing etc.) digital menu board with sizing that can be shared to provide design intent?**

Photos are attached to this Q&A response. See Exhibit A, Exhibit B & Exhibit C.

41. Section 3.2.2 - Is there a mounting method (wall, floor stand, ceiling etc.) that should be considered for pricing in the ~2000 digital menu board locations?

The current pilot digital menu boards are either ceiling or wall mounted. The responding contractor should make a recommendation(s). The NCEL expects the Successful Contractor to determine mounting methods and appropriate configurations after conducting site surveys. Each configuration, installation, and related work must meet all applicable codes or ordinances

a. Should options be presented for various mounting methods?

Yes

42. Section 3.2.6 - Please confirm make and model of the devices (display, mounting, signage players etc) in the 60 retail locations from the Pilot program.

This detailed information will be provided to the Successful Contractor.
See responses #13, #32, and #42 for additional information about the pilot program.

43. Section 3.2.6 - How are the 60 digital menu boards from the pilot program currently connected to network?

Cellular wireless connectivity. See also the response to #6 of this Q&A, above.

Of note, a favored technical feature would be the equipment's ability to (i) download content and (ii) stream the downloaded content/media run from the local device, so as to avoid reliance on constant streaming from the cloud.

44. Section 3.2.3/3.2.6 - Please provide photo and drawing of the 40 existing digital play centers that NCEL has already procured to ensure proper fitment of new tablet screens etc.

Photos are attached to this Q&A response. See Exhibit D, Exhibit E & F, Exhibit G.

45. Section 3.2.6 - Is it desired that the remaining Digital Play Centers follow the same relative design of the 40 NCEL provided from the pilot program?

The responding contractor should provide its recommendation for the play center units. The new digital play centers do not need to be identical to the current digital play center units.

46. Section 3.2.2 - The RFP indicates that the Digital Signage and Play Centers would communicate “using Wireless connectivity only”. Please confirm if each retail location will be providing the secure wired/wireless network access point or will a Cellular Wireless network access point need to be included as part of our deployment hardware and services.

Responding contractor should plan to provide cellular wireless network connectivity and explain the solution in detail. See this Q&A at #6.

47. Section 3.3 - Please confirm if the CMS is expected to be configured as an NCEL hosted On-Premise server or Cloud Based server.

See Section 3.3.3 of the RFP (CMS Platform – Technical Specification and Security Requirements). For the avoidance of any doubt, the NCEL states that it requires a cloud-based CMS.

48. Section 3.3.1 - Please list the existing systems or third-party services that the digital signage solution will need to integrate with beyond Active Directory (e.g., CRM systems, lottery sales platforms, or specific analytics tools)? If yes, could you provide more information on their API specifications?

The primary integrations will be XML or JSON files (thru an API).

49. Section 3.2.3 NCEL want the Digital Signage Provider to also retrofit 40 existing Play Center kiosks. Can we please see drawings and pictures of this kiosk?

Photos are attached to this Q&A response. See Exhibit D , Exhibit E & F, Exhibit G.

50. Section 3.2.6 Digital Signage 60-location trial used a 1x2 49” configuration using menu board mounting. Is this 1x2 in portrait or landscape mode? And what model of display was used for the 60-location trial?

Current pilot digital menu boards are in a landscape configuration. See also, responses #13 and #32.

51. Section 3.2.7 Six NCEL Claim Centers are also in scope. HQ claim center has an existing 85” display. What make/model is it?

Samsung QET85.

52. Section 4.10 Regarding section 4.10, what level of content creation and content management is NCEL requesting from the Digital Signage provider? Would this be limited to creating layouts and playlists, assigning existing content to these playlists, and managing distribution to signage players? Or does NCEL want the Digital Signage provider to create and edit video, graphics, and animations?

The NCEL has internal dedicated staff to create and manage the content supporting the digital signage program. We are interested in the capabilities of the responding contractor specific to creative development of content in the case that we need to engage the contractor to assist internal staff.

53. Section 3.3.3 Was there a 3rd party consultant involved in the creation of this RFP or for the technical requirements of this RFP? If yes, who was the consultant? Will the consultant or a company associated with the consultant be allowed to bid on the project?

No third-party consultant was involved in the creation of this RFP.

54. Section 3.2.6 What integrator was chosen for the pilot program?

NCEL is unsure what the questioner may mean by “integrator.” The NCEL collaborated with its existing vendor partner IGT Global Solutions Corporation (“IGT”), which independently engaged additional, contracted resources, to launch the existing digital signage pilot. Materials and equipment from a variety of “branded” sources support the pilot program.

55. Section 3.2.6 What signage system was the pilot program executed on?

NCEL is unsure what the questioner may mean by “signage system.” The NCEL collaborated with its existing vendor partner IGT Global Solutions Corporation (“IGT”), which independently engaged additional, contracted resources, to launch the existing digital signage pilot. Materials and equipment from a variety of “branded” sources support the pilot program.

56. Section 3.2.6 Were there any requirements that were determined to be unsuccessful during the pilot but are expected to function during the production roll out?

The success of the pilot prompted the NCEL to issue this RFP for a robust digital signage program. The NCEL looks forward to receiving the proposals and recommendations from responding contractors for this larger, more complex project.

57. Sections 3.2.6,3.2.7 Can we please get some samples of content? Can we please see what the content stream layouts look like?

A quick video of current digital menu board and digital play center content is provided with the response to this Q&A, but it should be considered representative of the type of content expected going forward and not the exact play list or functionality of the new digital signage. The NCEL expects the responding contractor to describe the full content functionality of their system. See Exhibit C and Exhibit D.

58. Section 3.2.5 What is the standard resolution, frame rate, and bit rate for your video content?

The following represent certain technical specifications for video content at the present time. Over the course of the planned agreement, these may be subject to change based on available technology.

DMB

Framerate: 30 fps

Bit rate: 8 mbs

Resolution

Fullscreen Takeover: 3840x1080

Left Video: 1880x460

Right Video: 1404x460

DPC

Framerate: 30 fps

Bit rate: 7 mbs

Resolution: 1080x1920

59. Reference 1.0 Intent of the Request for Proposal

"The objective of the program is to increase sales, provide flexible marketing and messaging options at retail locations, and enhance player engagement." Will NCEL provide awarded vendor direct access to store level NCEL sales data for the vendor to be able to develop and optimize methodology for increased sales reporting?

The NCEL is open to discussions with the successful bidder about what sales data can be shared.

60. Reference 3.0 Scope of Services

3.2 General Requirements: Installation, Equipment, Maintenance

3.2.2 Hardware Selection and Procurement

Requirement #5 Is seismic stability certification required?

No, this is not required.

61. Reference 3.2.4 Hardware Installation, Asset Management, and Maintenance

Requirement #2 Is the installer expected to make alterations/renovations to the site to allow for the equipment to be installed in optimal placement?

The NCEL's intent is for the Successful Contractor's installer to choose a signage placement that does not require any major alterations/renovations at the retail location.

62. Reference 3.2.5 Hardware Performance Requirements

Requirement #1 Of the 2,000 DMB's, is this always 2 per location? Or some with 3? Some with 1? TBD post survey?

While the pilot netted 2 X 49" digital menu boards, that does not have to be the only configuration. The responding contractor can make a general recommendation for the proposal and verify or change recommendation during site surveys.

63. Reference 3.2.6 Incorporation of Existing Pilot Program Resources

a. Requirement #1 Is NCEL able to share the locations of the 60 existing retail locations with the two side by side 49" screens?

The retail locations are identified in the attached Exhibit H.

Be advised that the NCEL provides this list of pilot retailers for reference purposes only. Because these retail locations are open for business, potential bidders – like shoppers and members of the general public – may observe the pilot signage in the stores. Potential bidders **should not** disrupt retailers' operations by asking owners, employees, or store patrons about the signage program; conducting inspections; or by entering (or requesting access to) non-public areas within these locations.

b. Requirement #1 Is NCEL able to share the system diagrams, hardware make/models of all digital components, warranty details, mounting hardware, etc.?

As needed, the NCEL will share information of this nature with the Successful Contractor. See also responses #13, #42, and #51.

c. Requirement #1 For current digital menu board, what is current CMS, connectivity, monitoring software?

The pilot CMS system is proprietary to the pilot vendor.

64. Requirement #1 What are the current SLAs for the 60 existing retail locations?

Because of its modest size and scope and because of the unique underlying business goals of the program, the pilot does not utilize a stand-alone SLA. NCEL works informally with its vendor partner, IGT, to address service matters as they arise.

**65. Reference 3.3 General Requirements: Application Development, Content Management System ("CMS"), and Capabilities
3.3.3 CMS Platform - Technical Specifications and Security Requirements**

a. Requirement #2 For DUO compatibility, will it simply require Active Directory or are there other protocols (ex. SAML) required?

SAML access is needed for access to the environment

b. Requirement #3 Can data separation be done logically through security protocols or is it required to have an entirely independent database?

Standard security protocols are sufficient.

c. Requirement #5 Are there any security requirements the website must adhere to (ex. TLS 1.2 and above)?

Follow the most secure cloud standards available.

d. Requirement #13 Please specify the data expected to be exported. Is it the content, CMS configuration, database?

This RFP states that "The CMS shall provide scheduled weekly backend data exports via NCEL sftp server." See RFP at Section 3.3.3.14. NCEL will determine export requirements, if any, with the Successful Contractor after the contract award; however, for purposes of this procurement, please treat this item as optional.

If a responding contractor elects to respond to this optional item, its response should confirm and describe the responding contractor's ability to compile and export various data points.

66. Reference 3.7 Option to Scale the Digital Signage Program to Additional NCEL Retailer Locations

Requirement #1 How many additional NCEL retail locations are there beyond the ~2,500 or so that will be included in the initial agreement?

NCEL currently has approximately 7,100 retail locations total.

67. Reference 4.0 Proposal - Required Content and Narrative Responses

4.2 Project Plan and Timeline

Requirement #2 Can NCEL confirm if this is in the wrong section? And if so, what section does it belong?

The Project Plan and Timeline items are in the correct location. Responding contractors are to provide narrative responses to each question along with supporting documents or exhibits, as needed.

68. Reference 4.7 Hardware Installation, Asset Management, and Maintenance

a. Requirement #1 & 2 Will NCEL make spaces available for receipt of shipping onsite and/or temporary storage of components in multiple locations throughout the state?

The responding contractor should plan no “ship ahead” to retail locations. Everything should be brought to the retail location on day of installation. The retailer will not be expected to receive anything ahead of time or store anything before or during installation.

b. Requirement #9 What knowledge will each of the retail locations have prior to organization of and booking of site audits? Have the retail locations provided express approval of installation of DMB’s or DPC’s in advance? Will those approvals be provided to approved vendor in advance? Who is responsible for handling communications with retailer (i.e. scheduling installation date, etc.)?

The NCEL will manage the communications with retailers and obtain consent to participate in the digital signage program ahead of any site surveys etc. The process is iterative and should be planned to be flexible: if a site is deemed not viable via the site survey or a retailer changes their mind, then new sites can be added to the list. The NCEL sales team have the relationship with the retailers and will be active in all communication with retailers throughout the process.

69. Reference 4.9 General Requirements: Content Management System and Capabilities

4.9.2 CMS Platform - Administrative and Business Specifications

Requirement #6 What kind of business rules are you looking to incorporate? Can you provide some examples?

The NCEL and Successful Contractor will have to discuss and agree upon business rules. By way of illustration only, some examples of business rules could include:

- Content Scheduling Rules: Time based and priority content
- Dynamic Content Rules: Display content based on jackpots
- Content Approval: Higher-level approvals for publishing
- Content Expiry: Set automatic expiration dates
- Content Archival: Archive vs purge from system

70. Reference 4.11 Service Levels.

Does NECL offer a Lottery Retail Help desk for retailers? Level 1? Or is Level 1 direct to Vendor?

The NCEL provides a variety of communication channels to support Lottery Retailers and provide service to them. With respect to service, maintenance, and trouble-shooting for existing lottery equipment on-site at retail locations, the NCEL has contracted with its vendor partner IGT for a service line; however, the NCEL does not expect to funnel lottery retailers to the IGT service line for technical support for this digital sign program. Please also review the RFP at Section 3.0 (Scope of Services) and Retail Digital Signage Program Q&A (#1) (published September 19, 2024) for additional information.