Engage AI

ENGAGE AI is an artificial intelligence platform giving actionable triggered insights to the business using a layered ecosystem of technology and real-time data.

- Accelerates insights from data.
- Provides usability across personas.
- Integrates and delivers value.

With integration to *ENGAGE, SLOT EVENT AGGREGATOR (SEA),* and other data sources it uses several key data components that are unique to L&W to drive real-time marketing to customers and outcomes.

ENGAGE AI delivers insights, analysis capabilities, and automated actionable results around:

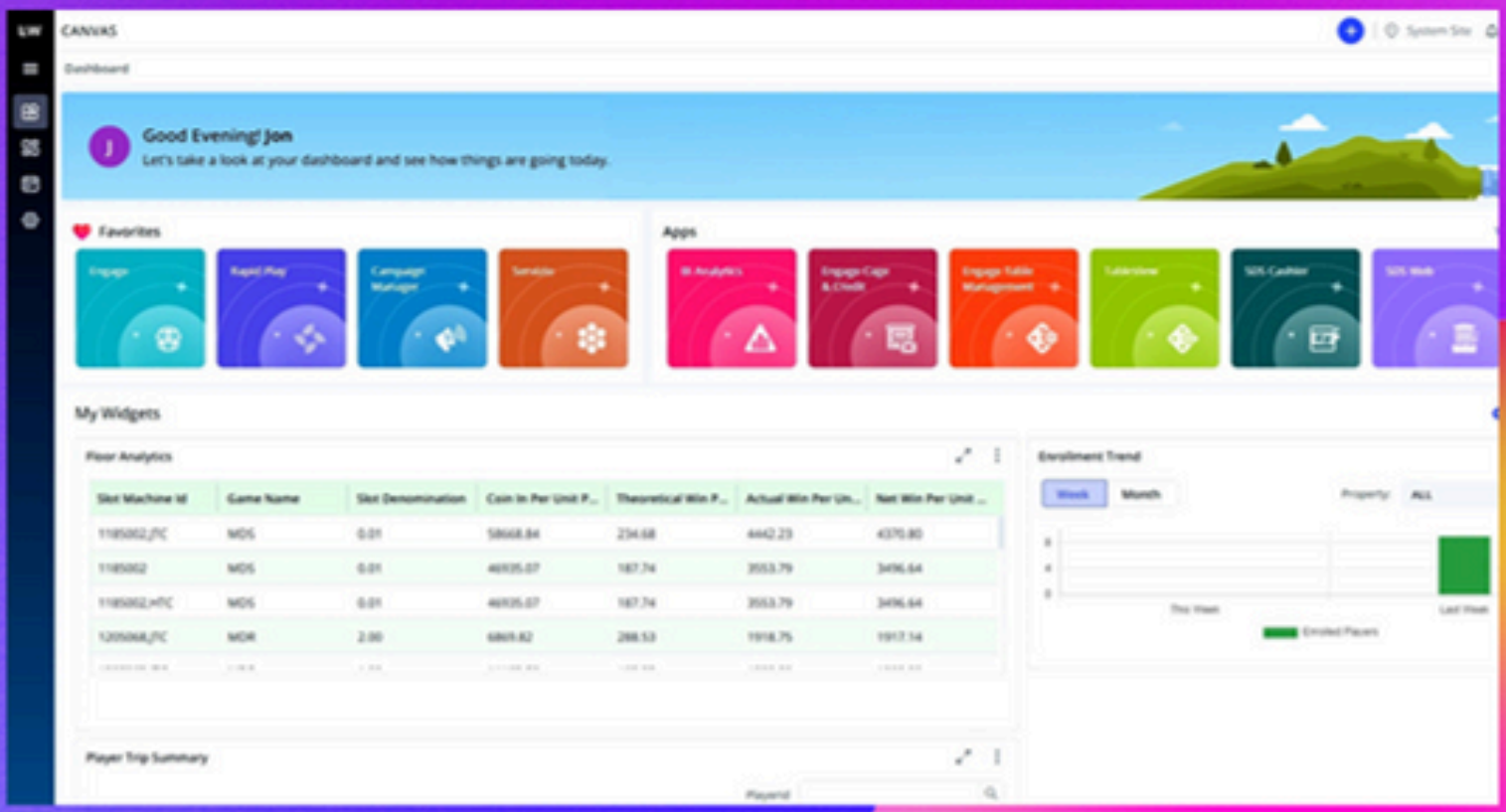
- Player Decliner.
- Player Value & Play.
- Anonymous Players.
- Responsible Gaming.
- Money Laundering.
- Quick Loss.
- Session Breakpoint.

and MORE.

Canvas™

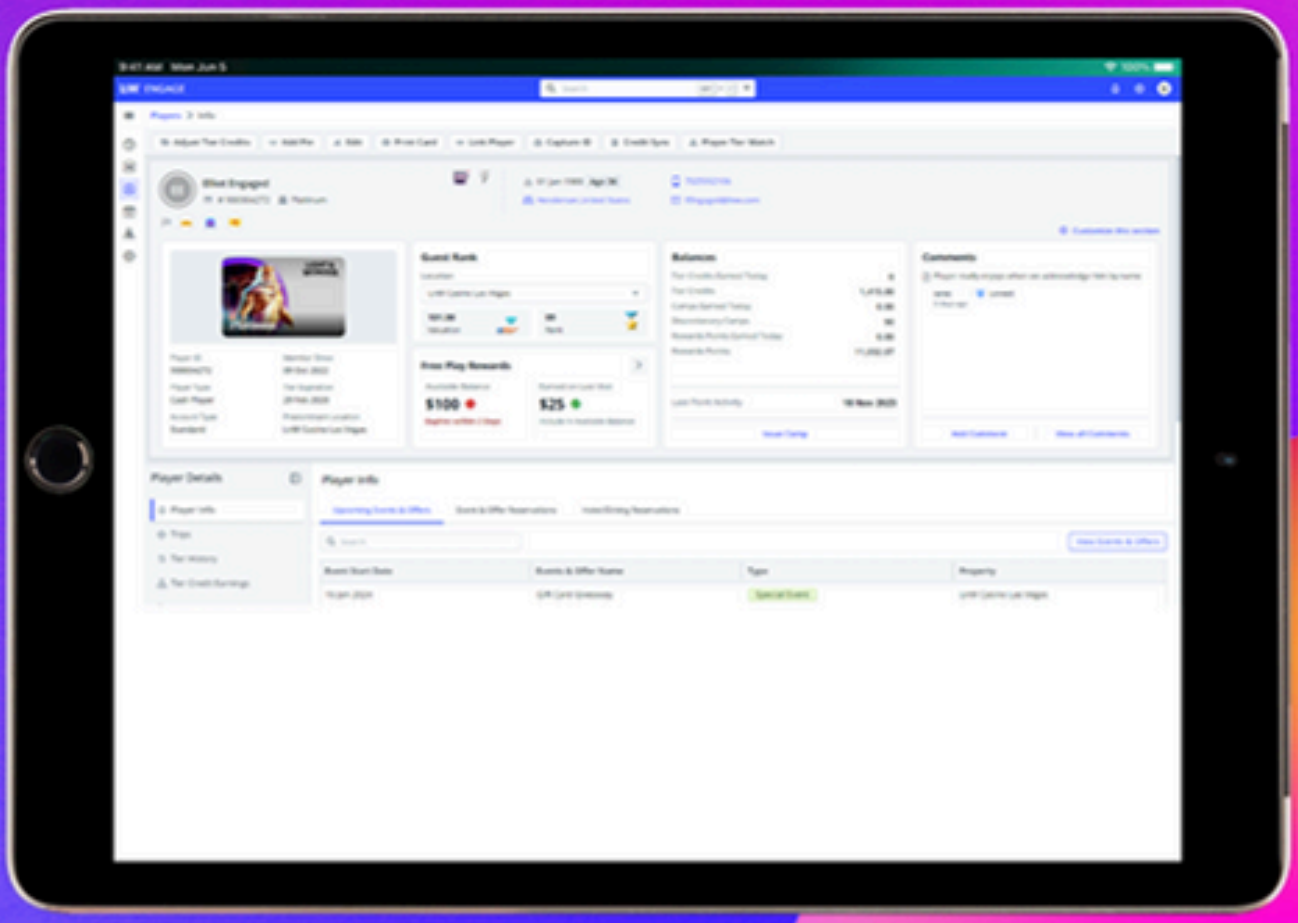
Light & Wonder introduces L&W *CANVAS*, a sophisticated web-based dashboard designed to streamline access to all L&W system products from a single, unified interface. This thin client solution offers a "one pane of glass" experience, allowing users to effortlessly launch and manage their L&W product applications in one place. Highly configurable and customizable, L&W *CANVAS* adapts to the unique needs of each user, enhancing productivity and simplifying operations.

1. **Single Sign-On:** Access all applications with integration to Active Directory, Okta, and other vendors, plus two-factor authentication.
2. **App Management:** Manage your favorite applications with ease.
3. **Customized Widgets:** Tailor your dashboard to fit your needs.
4. **Product Feature Quick Links:** Access key features quickly.
5. **Global & User Notifications and Approvals:** Stay informed and manage approvals efficiently.
6. **Calendar Management:** Organize promotions and events seamlessly.



Engage

Light & Wonder understands the gaming industry has expanded beyond brick-and-mortar operations with minimal guest engagement. Players want a seamless experience across multiple platforms, communicate in their preferred manner, and expect real-time results. ENGAGE is that ecosystem.

The ENGAGE platform of loyalty and marketing automation solutions bridge operations into a unique, unified technology layer across the enterprise. Utilizing the gaming industry's best-of-breed integration methods to a variety of disparate third party systems (for example, POS, PMS, Kiosks, Web/ Mobile, Social Gaming, Sports Betting, etc.), ENGAGE becomes a single "source of truth" platform focused on providing Marketing resources with the autonomy over the solution, allowing for flexibility and influence over messaging, branding, incentives, and a seamless customer journey across EVERY CUSTOMER TOUCHPOINT regardless of location, vertical, and platform.

L&W ENGAGE evolves and elevates the patron loyalty experience regardless of existing casino management system.