

# Anatomy of an iSpot: The Lottery



**Dynamic Element.** In this case the current Lottery amount, is displayed “on top of” a static image background. Dynamic Elements can be text, numbers, images, etc.

**Background Element/Image.** Most often the background consists of a static image of elements that do not change.

Backgrounds are not always static. iSpots can be programmed to display different backgrounds based on certain conditions. For example background elements can be changed based on the time of day or even the current temperature. This allows you to run evening ads at night, lunch ads during lunch hours. Automobile dealers can advertise convertibles on sunny days and SUVs on cold, rainy days, etc. iSpots can be programmed to react to “predetermined” conditions.

Here are some more examples of Lottery iSpot designs in various Lamar markets.



Normal iSpot Design



Fail Safe Design



## Smart & Safe

Since most iSpots rely on an outside data source for their dynamic content, Fail Safes are built into every one. Should the data feed containing the Lottery amount be lost for any reason, a non-dynamic “fail safe” design will be played instead. This will prevent any inaccurate amounts or false data to be shown on the display. Accurate data was a main concern to Lottery officials.