



Press release

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mobivention develops online gaming app for Bavarian State Lottery (LOTTO Bayern)

Cologne-Germany, Nov. 23rd, 2020 – Cologne-based app-provider mobivention develops a online app for LOTTO Bayern as a relaunch.

What´s new about the online app?

The new LOTTO Bayern app has been designed and realized as a native app considering the latest technical features and latest user experience insights. This technical basis ensures an optimum in user experience combined with best sustainability. The app provides the opportunity to prepare lottery tickets in order to pay and submit them from within the app for the next draw. Furthermore, tickets can be saved and played again regularly. Additionally, a win checker is included to check the played numbers against the latest results by using a barcode scan of the lottery ticket. Push notifications are keeping users informed about jackpot numbers of the latest draws and reminders to submit a ticket on time.

The newly developed app has improved in performance, user-friendliness and specific ingredients for navigation and user-interaction. Furthermore, the new app provides the opportunity to prepare lottery tickets offline. By using the latest technologies in the app users can login via touch ID and face ID. A content management system as backend for administration of advertising campaigns has been developed to provide ad campaigns in the app.

„With the relaunch of our successful online app, LOTTO Bayern takes the next step in its mobile first strategy. Again, we have gotten comprehensive support from our long-standing app partner mobivention – including conceptual work and design as well as development and realization. Thereby we have achieved a new milestone in our app offering, “ says Claudia von Fuchs, line manager for internet and new media department of LOTTO Bayern.

Cooperation in further app projects

The cooperation between LOTTO Bayern and mobivention dates back to January 2017. Initially the SÄPP app, a service app for preparation of lottery tickets, has been developed. The app is maintained regularly and, since launch, it enjoys great popularity with users who prefer the personal submission of lottery tickets at lottery shops.

One more project is the Service Terminal app STÄPP, that is meanwhile operated successfully on about 1.600 15,6" ELO Touch iSeries 2.0 tablets at Bavarian lottery shops. The roll-out is still in progress - 3.000 tablets in live operation expected by final completion.

Further Lotto projects

After successful launch of the SÄPP app for LOTTO Bayern the success got around to other lottery companies quickly. mobivention has received several orders to develop more of such service apps for preparing lottery tickets, resulting in ANNA app for LOTTO Baden-Württemberg, LoRA for LOTTO Rheinland-Pfalz, Service App for LOTTO Saarland, LOTTA for LOTTO Schleswig-Holstein, LOTTI for LOTTO Sachsen-Anhalt and Berta for LOTTO Berlin.

Thus, the Service Terminal App STÄPP has acted as a model for the Smart Device app for LOTTO Baden-Württemberg, that is currently being developed by mobivention.



Another project to be mentioned is „digital lotto shop 2.0“ that is currently in development for LOTTO Brandenburg.

And finally, there are more projects for online gaming apps for LOTTO Rheinland-Pfalz, LOTTO Saarland, LOTTO Schleswig-Holstein, LOTTO Sachsen-Anhalt, LOTTO Berlin and LOTTO Mecklenburg-Vorpommern in progress.

Cooperations

To underline our long-term engagement in lotteries, mobivention has joined the European Lotteries Association in 2019.

Moreover, mobivention agreed to more cooperations for example with ELO Touch and Digital Ocean. Thereby mobivention is now able to provide hardware, software and server infrastructure for a project. Especially within larger projects, this aspect is becoming more and more a strategic success factor.

Future

After the successful introduction of mobivention with nine national LOTTO organizations, mobivention works intensely on consolidation and further expansion of its market position. Therefore mobivention has developed an internationalization strategy which will be implemented starting 2021. The aim of this strategy is to apply the experiences and success stories to other European lottery organizations.

About mobivention

mobivention is a full-service provider for development, user interface and user experience design and related services. Supported products are native apps, hybrid apps, progressive webapps (pwa) and responsive websites. The organization, that was founded in 2003, is said to be market quality leader. With its 28 employees, mobivention has years of experience regarding app production and realization of customer projects. This unique expertise is basis for the successful cooperation with well-known customers from the industry, trade and service sector. <https://mobivention.com>



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