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Adesso Creates Internet Bingo for Swisslos

DORTMUND, Germany (May 9, 2011) - IT service provider [adesso AG](#) has created the first internet bingo game for Swiss lottery company [Swisslos Interkantonale Landeslotterie](#), enabling Swisslos to combine a traditional form of gaming with the modern expectations of the internet generation. adesso used the multiplayer solution in|FOCUS Bingo to create the new online gaming offer. The first round of interactive bingo started on 27 April 2011 on the website [www.bingo.ch](#), the bingo portal from Swisslos, which manages lottery activities in Switzerland's German-speaking cantons and the Italian-speaking canton of Ticino. adesso took over the implementation and integration of the new product in the online gaming portal of Swisslos, which uses FirstSpirit as its content management system. In in|FOCUS Bingo, the IT service provider developed a solution which facilitates a multiplayer mode and so makes gaming possible as a collective experience.

in|FOCUS Bingo is a perfect match for what Swisslos expected of the new product. It combines a classic game with the advantages offered by the inter-net, and additional appeal was created thanks to community aspects. People can now play the popular and social lottery game from the comfort of their own homes, as interaction has now migrated to the virtual space of the internet. Joining in is quick and uncomplicated: players open their gaming accounts by signing up, and it only takes a single mouse click to start buying bingo cards so they can join in the latest round of the game. Entertainment is part of the experience too: users can talk with their fellow gamers in the bingo chat room.

By creating in|FOCUS Bingo, adesso completely reinvented the logic behind the game's functions. The company's solution supplied the conceptual and technical foundations for processing "follow-up" lotteries, i.e. lotteries where identifying the winning numbers does not happen until the numbers are drawn. In addition, in|FOCUS Bingo is used for all tasks regarding processing the bingo cards, managing draws and handling wins.

in|FOCUS Bingo enables the gaming provider to offer players several bingo games simultaneously. At Swisslos, the current variants are Choco, Lucky 7 and Moonshine. In addition, the solution is designed in a way that lottery providers can include and integrate more bingo variants independently. This was a key factor for Swisslos. "adesso impressed us by not just having the necessary technical competence, but also by offering us a tailored solution, in|FOCUS Bingo, which we can use to extend our bingo portfolio at any time and without any development workload. This makes it possible for us to stay up to date, motivate our players and be in a position to bring out new, attractive gaming offers quickly," says Daniel Luder, head of development at Swisslos.

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SOURCE: adesso Press Release.