



## New York Lottery Enters New Dimension with First-Of-Its-Kind 3D Scratch-Off Game

**The Gold Castle instant game allows New York Lottery players to experience augmented reality in an entirely new & exciting way – via mobile app to play scratch-off games**

NEW YORK, NY — The New York Lottery announced today the launch of an innovative, first-of-its-kind 3-dimensional instant game that brings players into the next dimension.

*Gold Castle* combines the excitement of dragons, castles and fantasy on a new instant game with revolutionary augmented reality (AR) via a new mobile app – all with the chance to win a \$250,000 top prize. The game underscores the New York Lottery’s goal to provide innovative entertainment for its players with state-of-the-art technology.

“The New York Lottery is proud to offer the first-ever scratch-off that brings AR to life in game play,” said Gardner Gurney, Director of the Division of Lottery for the New York State Gaming Commission. “Gold Castle changes the narrative in how instant games are played, bringing players into a new world with an exciting way to win up to \$250,000.”

To bring the *Gold Castle* game to life, players simply need to [download the free NY Lottery 3D mobile app](#) and then scratch to reveal the special barcode on their \$5 ticket, available for purchase at more than 14,500 retailers across the state. Scanning the barcode will launch a 3D rendering of a medieval castle on the player’s smartphone (complete with a looming dragon nearby). Players then tap the castle windows to reveal any cash prizes and earn points. With chances to win between \$5 and \$250,000, players can share news of their winnings on social networks directly through the app.

Players may also play *Gold Castle* as a traditional scratch-off on the bottom half of the ticket. The end result is the same regardless of whether or not the individual plays the game in 3D or in the traditional scratch-off way. [Players collect winnings by presenting the ticket to a New York Lottery retailer or customer service center.](#)

[The new NY Lottery 3D app is available through Google Play for Android devices and the App Store for Apple devices.](#)

For more information, please visit [NYLottery3D.com](http://NYLottery3D.com) or follow [@newyorklottery](https://twitter.com/newyorklottery) and [@goldcastle3D](https://twitter.com/goldcastle3D) on Twitter and [New York Lottery](#) and [Gold Castle 3D](#) on Facebook.

This innovative 3D technology is licensed to the NY Lottery exclusively through IGT Global Solutions and powered by Paymaxs.

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