

TouchTunes & Lucra

Companies Collaborate to Introduce Wagering on BullShooter & More

A new feature that will allow dart players to challenge one another to win cash or credits is coming to the TouchTunes app later this year, thanks to a deal with the gamification company Lucra. (Readers will remember that company previously publicized a deal with Dave & Buster’s to use their tech in some D&B locations.)

TouchTunes, having purchased electronic darts maker Arachnid 360 earlier this year, has teamed with Lucra to link the tech to their BullShooter dart boards.

“We know many of our members already love to make a friendly wager for cash or drinks when they play bar sports like darts or pool,” explained TouchTunes CEO Ross Honey in the initial press release. “Partnering with an innovative technology company like Lucra allows us to elevate the in-venue experience with more fun and easy ways for people to connect and compete.”

In a joint phone interview with Lucra COO Michael Madding, Honey told *RePlay* that the partnership came about because both companies are focused on “how to improve the experience of players.”

With Lucra’s software embedded within the TouchTunes FunWallet, set to debut in Q4 this year, users will easily be able to keep track of scores, win rates, earnings and lifetime leaderboard stats.

Madding noted that Lucra CEO Dylan Robbins is an avid darts player himself and spent time getting to know the TouchTunes team while looking for different partners in the entertainment sector. “They’ve been tremendous partners,” he said



Ross Honey

TouchTunes CEO



TouchTunes

of TouchTunes. “They see the opportunity to connect people in a social way.”

While Madding said the wagering technology is legal to use in 42 states for people ages 18 and up, Lucra and TouchTunes are still working out the details of which markets it’ll be available in.

It’s so broadly legal, Honey explained, because “very explicitly, this



Michael Madding

Lucra COO

is enabling players who are competing in the game – it’s participants wagering with each other on who’s going to win a given match.” He added: “It’s very, very different from sports betting or chance-based gaming.”

Where in use, Lucra lets customers set their own personal deposit limits and frequencies, and there are also enterprise-level limits – set differently in various jurisdictions. “There’s lots of

checks and balances, as well as responsible gaming procedures,” Madding added.

Honey said he was excited about how the

Lucra partnership is a win for everyone – consumers, venues and operators.

“With regards to the wagering, we are planning to charge what is called a rake – a percentage of the amount bet,” he said. “Operators will participate in that new revenue stream.” He said that statistics show about 30% of darts players are already wagering, adding, “The ease of use of this will extend that even further, we believe. It will drive people to play more, which of course will benefit the operator and the venue.”

Bar patrons will be able to use this tech to compete for real money or credits against not only friends, but strangers, too – in venue or remotely. Honey detailed that BullShooter’s remote-play capabilities enable this new wagering scenario, and that “Lucra will put in place a trusted platform that will take the results automatically.”

Honey also touted the FunWallet feature in general, saying, “We know venues love having dart boards in, but one of the downsides of a typical BullShooter is it needs quarters. With

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FunWallet eliminating that need and with cashless wagering ... players are going to stay longer, they'll buy more beer and more wings, and the venue will participate in additional play."

Madding also noted that they're exploring different wagering formats. For now, it's just one player versus one player or a two-on-two format. "There's interesting long-term potentials about bringing in larger groups of people," he said.

For his part, Lucra's CEO Dylan Robbins expressed in the press announcement: "We're thrilled to add Lucra's gamification technology to the TouchTunes app, as we have a common belief in harnessing friendly competition and music to enable shared experiences that connect, energize and inspire communities. This partnership will allow millions more people to create memorable moments together by providing

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– TouchTunes CEO Ross Honey

exciting new ways to compete with friends on the games we all love."

Operators can expect to see FunWallet drop later this year – sometime in Q4. Honey described it as the vehicle to enable Lucra's wagering. "It's intended to support the entire TouchTunes ecosystem," he said. "Both Lucra and TouchTunes' vision here is we are enabling wagering on any skill-based amusement – pool, *Big Buck Hunter*, *Golden Tee*."

Beyond BullShooter, their goal to onboard all of those games and more will be sometime in early 2025.

TouchTunes is currently working to get other manufacturers and payment device providers aboard, as they did earlier this year with Valley-Dynamo and cashless payment provider ASK Global Solutions, both of which signed up to integrate with FunWallet as their exclusive

cashless payment platform.

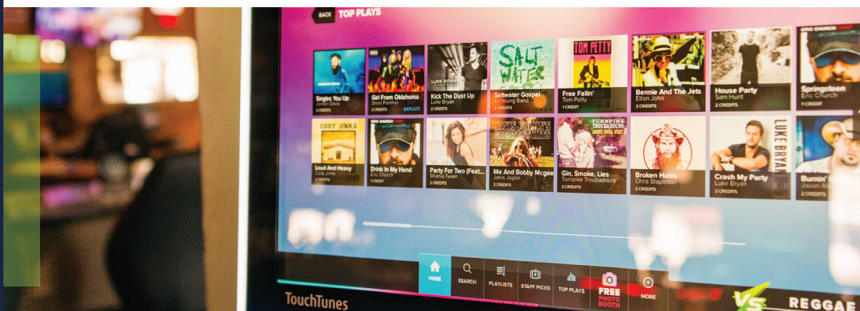
Honey described FunWallet and the deal with Lucra as part of the company's vision for future success.

"It's a continued execution against the underlying foundation of why we acquired Arachnid," said. "We want to create value for everyone – consumer, venue and operators. We're moving so quickly with so much innovation, and it's just the beginning of what we want to do here."

For more on the companies, visit www.touchtunes.com and www.lucra.com



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