Attend My Talk
And Win A Xbox 360...
In Some Other Contest!

Toorcon Seattle - Apr 2008
jrandom
nomad mobile research centre
Scratchcards
Applications

• Gambling
  • Lottery
  • Raffle
• Quizzes
• Prepaid services
  • Telephone
  • Credit
  • Gifts
How To Play

• One scratch area
  • Win or lose

• Multiple choice scratch area
  • Must choose winning areas
  • Limited number of choices
How To Cheat

• Illuminating devices
• Resurfacing pens
• Printing errors
  • Winning and losing cards are printed in separate batches
Printing Errors

• Consider every angle of the design
  • Quality of the cut
  • Strength of a shade
  • Font variation
  • Level of embossing
  • Additional or missing decoration
My Codes Are Perfect

- Hidden and not-so-hidden codes
  - Batch codes
  - Best-before date
  - “W” or “L”
  - Time of manufacture
  - Unique identifier
Gaming The Gamers

• Disappearing codes
• Obvious tells
• Odds are still against you
• Can’t win if you don’t play
Thanks to chicken for inspiration.

NMRC Model  Bethany
Photo Session  Duy Nguyen
Art Manipulation  Amy Lee Muir

Images © NMRC
www.nmrc.org