

Jason Barrs Joins Carmanah Signs as Vice President of Product Marketing

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Carmanah Signs is excited to welcome digital lottery and omnichannel expert Jason Barrs to the team. Joining Carmanah as Vice President of Product Marketing, Barrs brings extensive lottery retail marketing experience to Carmanah's customers and industry partners.

Barrs joins Carmanah from IGT, where he held the position of Senior Director of Technology Services, spending a total of 15 years in roles dedicated to technology, product marketing, and omnichannel product management. A lifelong learner with a passion for the intersection of business, technology, and marketing, Barrs is the perfect addition to Carmanah's customer driven culture of innovation, collaboration, and retail transformation.



"Jason arrives at the perfect time. Digital sign marketing technologies are moving from early into mass adoption, and he will positively contribute to our customers' retail digital transformation," said Cameron Waldie, President & CEO, Carmanah Signs.

Consumers expect a digital retail environment. As the Lottery & Gaming Division of STRATACACHE, the world's largest provider of intelligent digital signage and in-store marketing technology, Carmanah Signs combines a deep understanding of the lottery industry with globally leading retail optimization expertise - helping lotteries and their retailers engage with their various player segments and grow retail sales.

"Jason's knowledge, passion, and depth of experience will be a great asset to our lottery customers as retail environments continue to integrate more digital experiences," said Maxwell Goldstein, Vice President of Sales – Americas, Carmanah Signs.

STRATACACHE, Carmanah's parent company headquartered in Dayton, Ohio, continues to develop solutions that provide an enhanced, frictionless customer experience resulting in increased basket size. In the past year STRATACACHE has acquired three new U.S. based facilities and added several hundred highly technical jobs to the U.S. market, including a 1.4 million square foot factory in Oregon that is being equipped as a microLED display manufacturing facility.

"I am honored to join the Carmanah family and be part of their collaborative and innovative culture," said Barrs. "The STRATACACHE R&D technologies under development here in the United States will be a significant game changer for customer engagement in lottery retail."

About Carmanah Signs

Carmanah Signs is the Lottery & Gaming Division of STRATACACHE, the world's leading provider of **intelligent digital media** and **in-store marketing technology**. Serving **55+ lotteries** on **four continents**, Carmanah Signs has **over 200,000 networked sign installations** at lottery retailers worldwide.

A leading Lottery & Gaming supplier for over 20 years, Carmanah Signs offers a variety of products and services designed to help **optimize the lottery retail experience** and **increase sales**. The company's offerings include digital signage **content management and distribution software**, **media player and display hardware**, **interactive touch tablets**, **jackpot and gaming signs**, and a complete suite of **digital sign services** including network hosting, network monitoring, content creation and scheduling, and specialized field services.

Learn more about Carmanah Signs at www.carmanahsigns.com.