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ReadSoft to process millions of game coupons for UK gaming company

The UK based gaming company Littlewoods Leisure owned by Sportech PLC, has signed a contract with software supplier ReadSoft a world-leading company within automatic data capture. Littlewoods Leisure is the UK's foremost home gaming company, and will implement ReadSofts Eyes & Hands FORMS to capture and interpret approximately 30 million gaming coupons every year. The agreement is worth 900,000 USD to ReadSoft.

Littlewoods Leisure is best known as the world largest football pools operator but it is also one of UK's largest multi channel gaming companies, running a number of successful games products both in the UK and overseas. Over 1.5 million customers regularly play its portfolio of products, and every week millions of coupon entries and stakes are processed at the head-office in Liverpool.

Since the company now will implement ReadSoft's solutions for automatic data capture, Eyes & Hands FORMS, the processing of these huge volumes will be more efficient and Littlewoods Leisure anticipate significant reduction in the cost of its data capture operation.

- The ReadSoft system will scan and process 0.5 million football pools coupons during each and every Saturday. Such huge volumes demand a reliable, flexible and state of the art system, especially since the process needs to be done in a very short time period, every week. In all, this order means our products will perform to Littlewoods business processing requirements. We are of course delighted that Littlewoods Leisure chose ReadSoft for such a demanding mission, comments Jan Andersson, MD at ReadSoft.

Initially, Littlewoods Leisure will use ReadSoft's products to facilitate the scanning of three of its most popular games. These are the Treble Chance football pool, PrizeBuster and Spot the Ball.

Quote from Littlewoods "The flexibility of the system will enable Littlewoods Leisure to operate more effectively and develop new games to further establish our company as the foremost UK home gaming company".

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ReadSoft is the market leader in the development and sales of software for automatic data capture, which is software that automatically registers and interprets data on forms and invoices in paper or electronic format. Since its establishment in 1991, ReadSoft has evolved into a global corporation with twelve subsidiaries in several European countries, in North and South America and Australia. The annual growth, for the last five years, has been approximately 70%. In 2000 the turnover was 31 MUSD.