

VisiTrac™

Visitor Management Solutions

*Delivering RFID & Barcode Solutions
That Make Sense.*





manage real-time data...

Influence Guest Behavior

Reduce Labor Burden

Improve Safety & Security



increase per cap spending...

GO 'CashLess' Solutions
Offer Interactive Experience
Target In-Park Promotions



understand demographics...

Identify Traffic Patterns

Document Ride Usage

Capture Individual Guest Activity



enhance guest's experience...

Reward Guest Spending
Drive In-Park Loyalty Programs

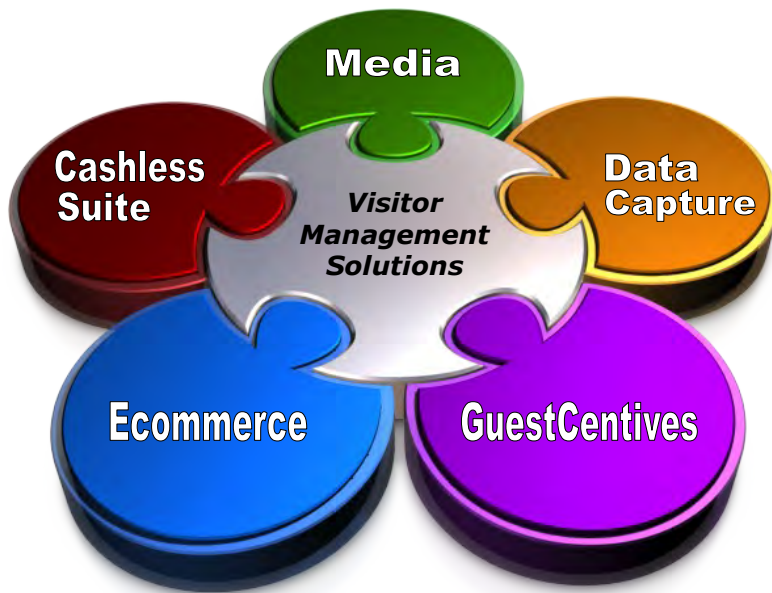
VisiTracTM

Visitor Management Solutions

*Delivering RFID & Barcode Solutions
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Visitor Management Solutions: Amusement/Water Parks/Hospitality Market



- Ticketing & Ecommerce
- Cashless Suite & Products
- Promo & Loyalty Programs
- Premium Interactive Experience
- Guest EcoSystem & Reports
- Ride/Venue Usage Patterns
- Safety & Security Tools
- Actionable Real-Time Data

VisiTrac™ powered by TagVer™ in partnership with National

VISITOR MANAGEMENT SOLUTIONS

Instant Access to Visitor Information

Traditional amusement and water park operations rely solely on gate information, POS reports and visitor surveys in order to guide decision making. Accumulation of this data can be time-consuming, difficult to process and ultimately inaccurate. VisiTrac™ removes the barriers to effective data acquisition and delivery, allowing park management access to real-time statistics, such as:

- visitor demographics
- visitor behavior patterns
- ride usage patterns
- satisfaction surveys
- security reports & more.

Park managers can now instantly see information that will help them make decisions that directly affect park efficiencies and profits. Examples of this information include: visitor entrance information broken down by age, gender, family size, pass type, location, visit frequency and more.

Weekly Park Sales by Location

Lower Operational Costs

Reduce operational costs by 10-15% with VisiTrac™ Amusement solutions. Data capture via barcode & RFID reduces data entry & processing costs.

Key Features:

- Capture various data types
- Real-Time or historical trends
- Interactive reporting w/dashboards
- Customized report dashboards
- Alerts/Notifications sent via email
- Data available 24/7/365
- Compatible with any PC or tablet
- Connects to 3rd party data
- Works with Windows® Mobile

888.852.4485 - www.visitrac.com
Offices in Louisiana, Mississippi

VisiSafe™ powered by TagVer™ in partnership with Synergy ID

VENUE SECURITY & SAFETY SOLUTIONS

Real-Time Location System for Assets & Personnel

With VisiSafe™ from Synergy ID, you can now have a complete view into where visitors, staff and equipment are in your park. Combined with advanced technology, VisiSafe™ gives you a complete view of your venue at all times by using simple RFID tags on wristbands, in employee ID cards and on high value assets. VisiSafe™ can be used in the following areas:

- Rides / Attractions
- Authorized Access Areas
- Administrative Offices
- Maintenance & Lock-Out Tag-Out Areas
- Distribution Centers
- Warehouse Buildings
- Vehicles

VisiSafe™ allows you to manage & capture the movement of visitors, employees and assets in real-time.

VisiSafe Monitoring Screen

Advanced Technologies Combine with Synergy ID

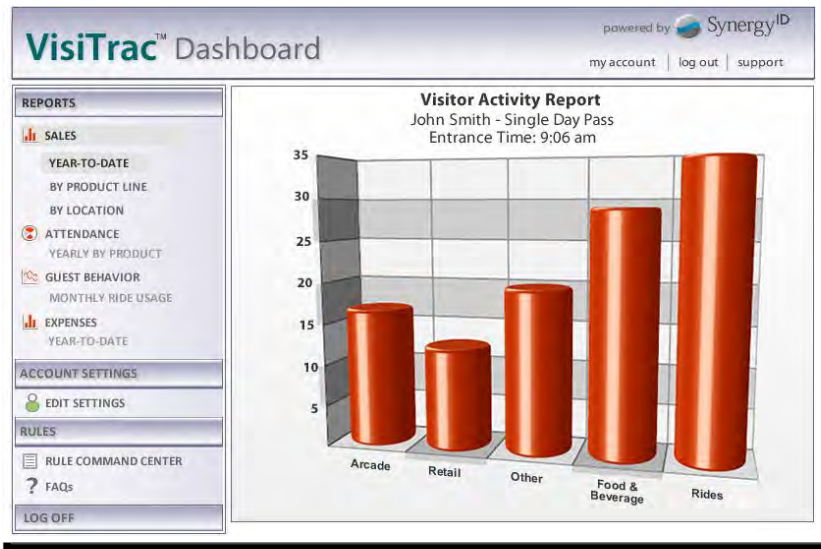
VisiSafe™ is the combination of advanced technologies in the areas of RFID capture, RFID data management and reporting.

Key Features:

- View location of any asset (people, equipment)
- Establish security zones for authorized areas
- Monitor 24/7 with automatic alerting & alarms
- Overlay data onto custom facility/location maps
- Each system reads up to 250,000 sq. feet
- Combine systems to read millions of sq. feet
- XML data integration to 3rd party systems
- View/enter data on mobile devices (Symbol, PDA)
- Configure data handling rules and filters

888.852.4485 - www.visisafe.com
Offices in Louisiana, Mississippi, Vermont, Missouri
TagVer™ is a trademark of Streamline Global

Tracking The Experience...



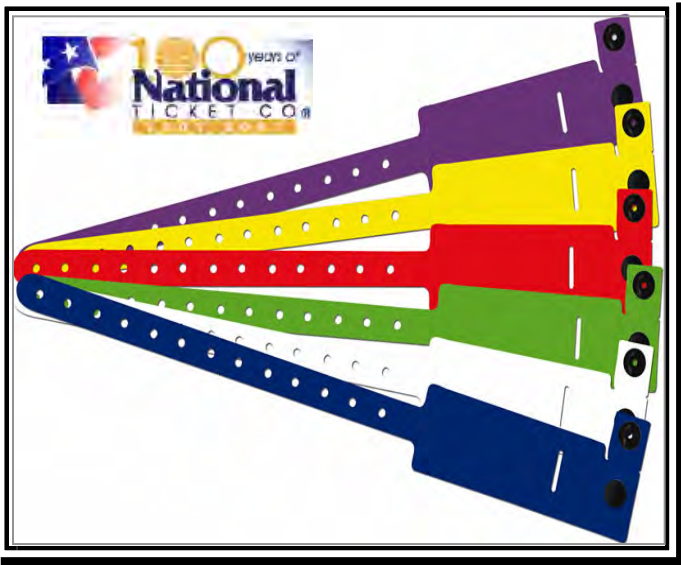
VisiTracTM

Visitor Management Solutions

Manage, control, simplify with *VisiTrac*TM passive RFID and Barcode wristbands for use with integrated systems in applications such as admissions, lockers, payment and security.

You can record, track, and validate ANY amount of customer data all on one tiny waterproof chip that your customers can wear on their wrist! VisiTrac's BandCentivesTM wristbands are durable, comfortable and made of a strong lightweight waterproof plastic.

Offers ultimate protection from band transfer. When removed or cut the wristband becomes inoperable and useless to another patron.



Experience The Benefits...



Get the unmatched benefits of VisiTrac™ Management Solutions:

- Enhance patron experience, convenience and satisfaction
- Influence guest behavior & traffic flow
- Increase revenue and profit
- Improve guest safety and security
- Protect against lost child or child leaving property without assigned parent
- Streamline operations
- Automate manual procedures
- Create additional business development opportunities
- Real-Time data collection for informed decision making
- Create Loyalty Programs

Maximize Return on Investment...

Providing turnkey
RFID solutions for
'hands free' operations.

VisiTrac™ advanced RFID
implementation will maximize
your ROI right from the start!

- Turnstiles equipped with RFID readers can be used to reduce or eliminate staffing requirements at some entrances and exists.
- Facilitate much faster movement of people with shorter line-ups.
- Accurate data can be captured real-time to support operational and marketing decision making.
- Electronic wallet' feature increases discretionary spending and reduces cash discrepancies.



Tracking The Experience...



VisiTrac™ provides a POWERFUL asset to enhance guest experiences and overall park operations.

1. **Ticketless Admission**
2. Cashless Point of Sales
3. Locker & Stroller Rentals
4. Mobile Concession Services (In-Line Service)
5. VisiFIND™ & Paging
6. VisiPICS™ (Attraction Guest Photos)
7. VisiSTUFF™ (Retail Purchases & PickUp)
8. VisiSECURE™ (Incident Reporting)
9. VisiTIME™ (Time clock & HR Functions)
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That Make Sense.***

Enhance the Experience...



Demographic information may also be collected at wristband signup and activation. This data is used to help drive repeat attendance, improve onsite sales and improve the overall guest experience.

Sponsorship opportunities exist with company &/or product branding of wristbands.

1. Ticketless Admission (RFID Wristband)

Take event access management to the next level with BandCentives™ RFID wristband.

- BandCentives™ wristbands give organizers the ability to uniquely identify each attendee or paying guest.
- Statistics such as: time, amount and location of
- purchases are logged each event day for each account holder's wristband. Traffic patterns and attraction usage can be captured.

Wristbands can be read from a distance. Line of sight

- is not required to read passes.

Access privileges can be assigned to individual

- wristbands that correspond to different areas within the venue. Additional keyless entry systems are available for hotel rooms, etc.

Wristbands are waterproof &

- deactivate once cut &/or removed.

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Expand Revenue Opportunities...



VisiCASH (wireless payment technology)

The VisiCASH™ Kiosk is the latest revolution in cashless, wireless electronic payment technology. The free standing kiosk has a video touch screen and RFID reader/writer that allows patrons to load money using cash, credit or debit cards onto RFID wristbands issued at admissions, and also print a receipt of each transaction.

Guests can store a cash balance or pre- authorize credit card spending limits on an individual or family/group basis. Funds can be added via self service terminals or at POS stations.

Drive Impulse Purchasing...



VisiCASH (Cashless Point of Sale)

The VisiCASH™ sustainable advantage:

- Drives impulse purchasing
- Enables faster transactions and streamlines vending operations
- Provides patrons with continuous access to purchasing power
- Reduces cash loss & shrinkage
- Improves employee productivity and accountability
- Tracks specific guests spending and purchasing habits & trends
- Enhances patron loyalty programs

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Increase Rental Profits...

3. RFID Locker Rentals

When the guest scans the wristband at any locker access station, the door is immediately assigned and opened. The multiple entry system allows them to open and close the locker as many times as they like for the duration of their stay. Because the lockers are computerized, fees can be easily adjusted to best fit your park or each individual ride.

Computerized management functions allow operators to monitor locker activity, maximize security and significantly reduce locker maintenance and labor costs.



RFID electronic lockers are available through our popular concession program where SynergyID provides the lockers at no cost to you and maintains and manages the service. Plus, we share the revenue with you!

Additional Fun & Revenue...



3. Stroller Rentals (RFID Payment & Tracking)

Smarte Wheels® theme strollers provide a valuable service and add another element of fun and revenue at your property!

- Guests rent strollers with a wave of the BandCentives™ wristband.
- Strollers are electronically assigned and account charged via the VisiCASH™ cashless solution.
- Management can track real-time usage and individual activity.

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Captive Spending...



4. Mobile Concessions (In-Line Service)

VisiTrac™ allows for In-Line concession sales and promotes captive spending opportunities.

- Handheld RFID or Bar Code Scanners read the guests BandCentives™ wristband.
- Cashless Point-of-Sale transaction concluded via the VisiCASH™ solution.
- Sales are completed fast and efficiently.
- Patrons and product data is captured immediately for enhanced concession strategies.

**Wireless ruggedized handheld BarCode
or RFID Scanner**

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Staying Connected & Informed



VisiFIND™ (Location Proximity & Paging)

Providing Enhanced Guest Services Promoting Piece-Of-Mind & Guest Communication.

- Guest are able to locate individuals on property by activating VisiFIND™ using their BandCentives™ wristband.
- Text messaging can be sent to other guests from Kiosk that will alert intended guest of pending message from any scan point/reader.
- Opportunity to capture text messaging charge as a premium service offering.



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Relive The Experience...



VisiPIC™ (Attraction Guest Photos)

Encourage guests to 'relive the experience' after the impulse is gone with VisiPIC™

- Photos are taken and captured on rides or activities throughout the park with triggering mechanisms.
- VisiPIC™ RFID technology automatically links guest action photos with their BandCentives™ wristband.
- Guests can view their photographs on monitors at ride exits or throughout their stay by scanning their wristband at photo kiosks located across the park.
- Purchases can be made using the VisiCASH™ solution or through a web based application.

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Simplify The Buying Experience...

VisiSTUFF™ (Retail Purchases & PickUp)

Increase discretionary spending by utilizing the VisiTrac™ Point-of-Sale (POS) Software Solutions:

- Guests buy merchandise using the VisiTrac™ RFID cashless solution that electronically deducts monies from their pre-established account.
- Purchased merchandise is electronically linked to guest's wristband ID via the VisiSTUFF™ POS Solution.
- Guests can pick up purchases delivered to Retail Concierge upon park exit or have purchased automatically delivered/mailed.
- Real-time data capture provides powerful tool to manage retail programs and future marketing efforts.



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Improve Security & Reduce Exposure...

VisiSAFE™ (Incident Capture & Reporting)

Improve overall guest safety by capturing specific incidents and warning levels via the VisiSAFE™ RFID software tracking solution.

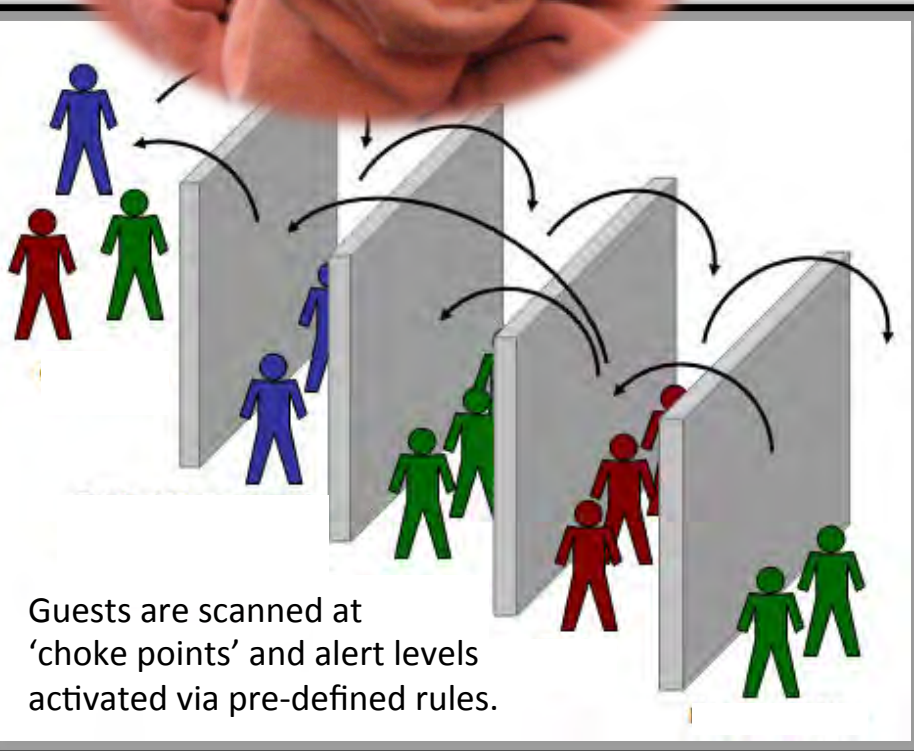
- Security personnel scans patron's BandCentives™ wristband and keystrokes incident report.
- Incident is wirelessly uploaded and captured in the VisiSAFE™ software program.
- Automated alerts can be generated from collected data and sent to Management.
- Program can be developed to address additional maintenance schedules and safety & health concerns.

Child & Family Member Safety...

VisiSAFE (Alert Notification)

Improve overall child & family member safety by *ALERT* notification levels via the VisiSAFE™ RFID software tracking solution.

- Real time child tracking and positioning.
- RFID enabled turnstiles control access and egress of guests based on pre-defined rules (ie: admission, security, child/parent link, etc)
- Automated alerts can be generated from collected data and sent immediately to security.



Guests are scanned at 'choke points' and alert levels activated via pre-defined rules.

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Efficiency & Accountability...



VisiTIME™ (Electronic RFID/BioMetric Time Clock)

Improve HR efficiencies and employee accountability by utilizing VisiTIME™ Employee Time & Attendance Management Software.

- Employees are assigned RFID smart cards or wristbands for passive or proximity time card readers.
- In/Out Board report and screen display to monitor employee attendance or daily activity throughout the property.
- Managers can view time punch information and run reports anywhere on the network.
- Integrates with and supports most payroll software systems.
- VisiTIME™ can be configured to log vendor deliveries and daily activities.



Tracking The Experience...

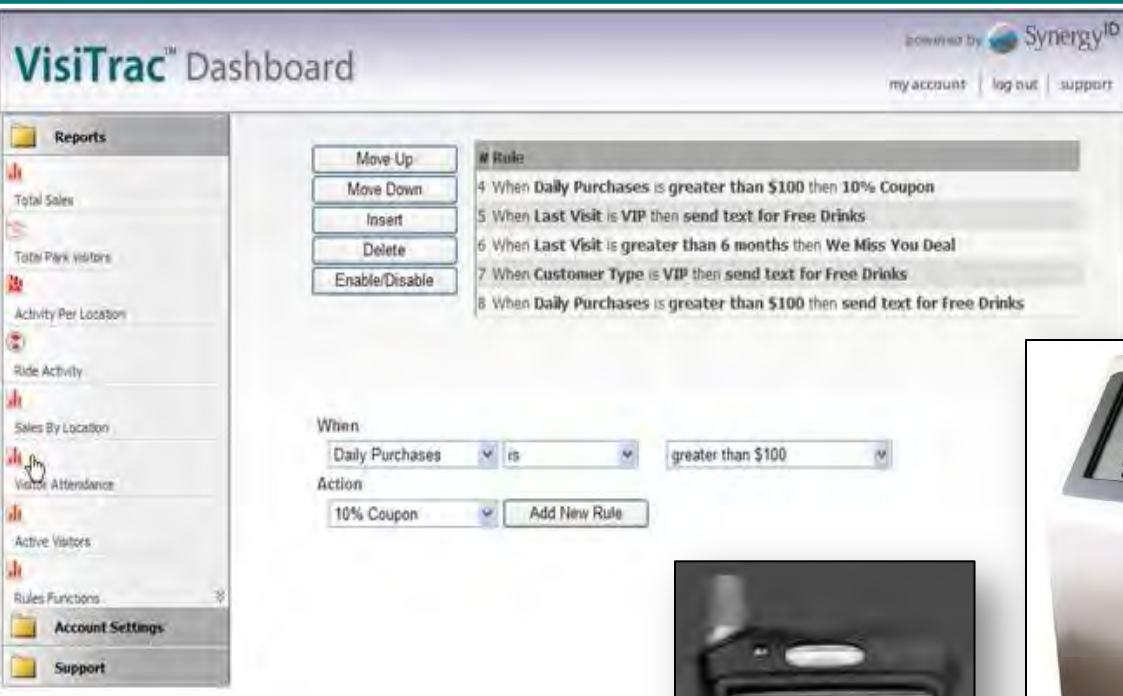


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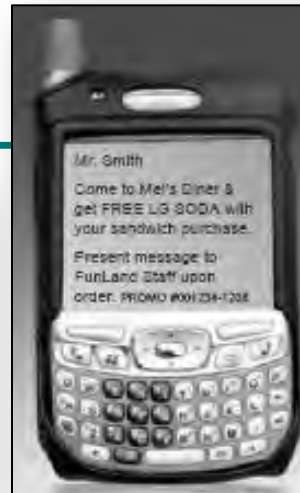
GuestCentives™ Promote Guest Loyalty & Increased Per Caps



VisiTrac™ Dashboard allows user to set rules for auto tender and dispatch.



Message and Promotions can be linked to guest wristband. Guest is made aware of coupons &/or redemption offers when using Kiosk.



Messages & Promo offers can be sent to Guest's PDA or cell phone.

Message & Promo offers can be stored or activated during POS transaction.

The screenshot displays the GuestCentives website, which is designed to drive guest behavior through various promotional and informational features. At the top, a banner reads "We KNOW Vegas!" and "Best Deal Guarantee from the #1 Trusted Vegas Experts". Below this, there's a "SEARCH HOTELS" section with filters for "Check-In", "Check-Out", "Rooms", and "Guests". A prominent offer states "CHOOSE YOUR RATE, CHOOSE YOUR SUMMER OF RESORTS". To the right, there are links for "Vegas Events", "Vegas Shows", "Vegas Dining", and "Vegas Shopping". A large promotional banner in the center offers a "Give a \$1000 Vegas Gift Card, Get \$20 off your next trip." with a "LEARN MORE" button. Below this, there's a "Vegas Events" section with a calendar of events for December 2019 and January 2020. The bottom of the page features a "Vegas Shows" section with links to various shows and a "Vegas Dining" section with links to restaurants. The website is cluttered with various links and promotional text, aiming to provide a comprehensive guide to Las Vegas experiences.

GuestCentives™ Drives Guest To WebSite For Additional Promo's & Property Features.

- Application can be utilized prior to guest visit, during in-park experience and over multi-day stays.
- Provide on-the-go concierge services.
- Encourage interactive participation that allows guest greater control of visit.
- Communicate news, special interests and daily property information.
- Promote sponsor's products &/or neighboring venues with promotional tie-ins.
- Market guest loyalty programs and manage email-blast campaigns.

Premium Upgrade for Enhanced Experience...

Rider Selectable Themed Experience With **BandCentives™**

- Interactive TouchScreen Menu
- Thrilling Video Waterscreens
- Pulsating Music & Sound Effects
- Dazzling Multi-Color Lighting
- Fun Fog Effects
- Upload Own Music & Animation Using Web Portal at Home

BandCentives allow guests to activate premium special effects using touch screen Kiosk. Selection is queued by BandCente wristband at beginning of ride. Additionally, Guest can upload favorite music or animation from home utilizing Web Portal.



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Making Informed Decisions... (Influence Guest Behavior)



Improve overall bottom-line management by understanding patron behavioral habits and buying trends.

10. Real-Time Guest Data Collection

Guest demographic information is captured throughout visit by the BandCentives™ RFID wristband.

- This data is used to help drive repeat attendance, improve onsite sales and improve the overall guest experience.
- Customer information is not stored on the RFID wristband, however is safe and secure on a central server.
- Through wireless Data Collection Points (DCP) positioned around park, attraction entrances, concession and retail outlets – desired information can be collected.
- Automated alerts can be generated from DCP's and sent real-time to Management.

VisiTrac™ Dashboard

powered by SynergyID

[my account](#) | [log out](#) | [support](#)

REPORTS

- SALES**
 - YEAR-TO-DATE
 - BY PRODUCT LINE
 - BY LOCATION
- ATTENDANCE**
 - YEARLY BY PRODUCT
- GUEST BEHAVIOR**
 - MONTHLY RIDE USAGE
- EXPENSES**
 - YEAR-TO-DATE

ACCOUNT SETTINGS

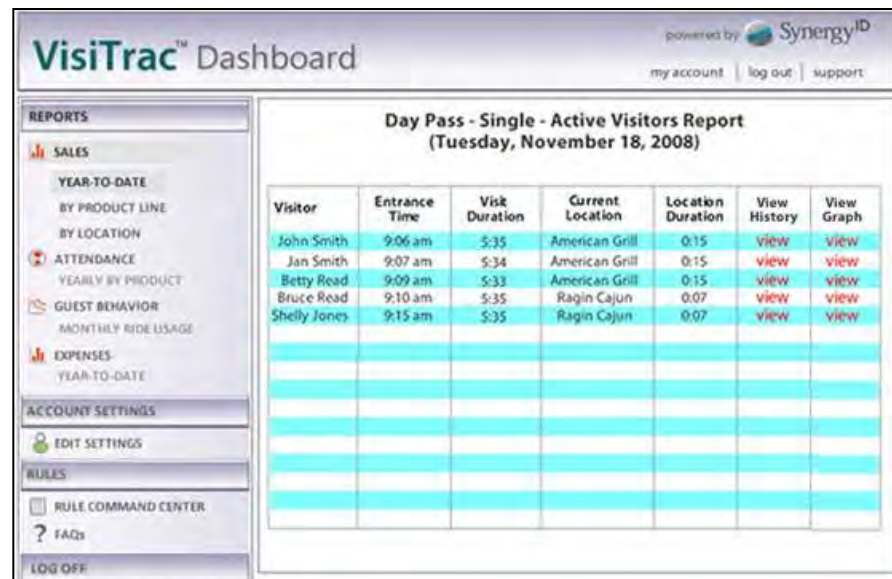
- EDIT SETTINGS

RULES

- RULE COMMAND CENTER
- FAQs
- LOG OFF

Weekly Park Sales By Location

Day	Food/Beverage	Retail	Arcade
Mon	18	10	2
Tues	18	10	2
Wed	18	10	2
Thurs	18	6	2
Fri	18	6	2



Real-Time & Actionable Data



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LOG OFF

Visitor Activity Report - John Smith
(Tuesday, November 18, 2008)

Visitor	Scan Location	Scan Time	Scan Event Duration	VisID
John Smith	Entrance Gate	9:06 am	0:00	1ZS45GJ37JWEI8DH
John Smith	Locker Rental	9:10 am	0:04	1ZS45GJ37JWEI8DH
John Smith	Lazy River	9:15 am	0:05	1ZS45GJ37JWEI8DH
John Smith	Super Slide	9:36 am	0:21	1ZS45GJ37JWEI8DH
John Smith	Super Slide	9:46 am	0:10	1ZS45GJ37JWEI8DH
John Smith	Super Slide	9:56 am	0:10	1ZS45GJ37JWEI8DH
John Smith	Entrance - Cafe	10:00 am	0:04	1ZS45GJ37JWEI8DH
John Smith	Exit - Cafe	11:16 am	1:16	1ZS45GJ37JWEI8DH

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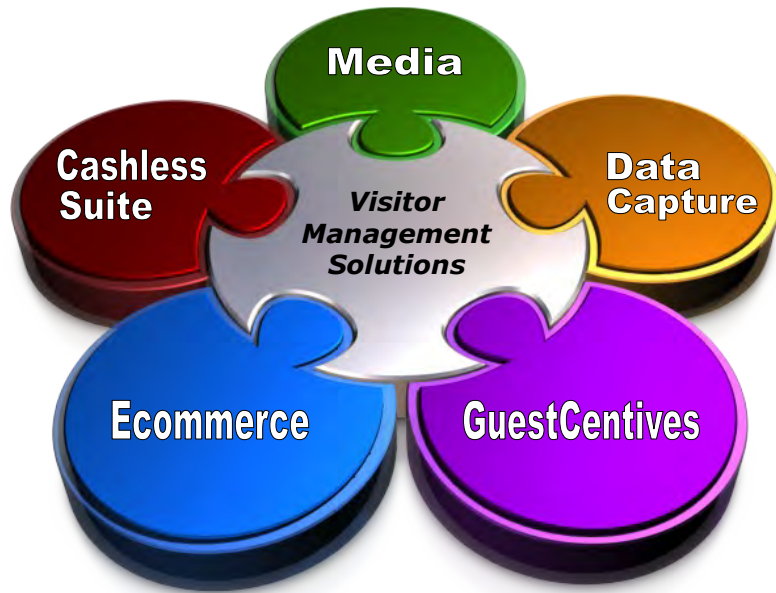
LOG OFF

Visitor Ride Activity Report
John Smith - Single Day Pass
Entrance Time: 9:06 am

Visitor	Scan Location	Scan Time	Scan Event Duration	VisID
John Smith	Lazy River	9:06 am	0:00	1ZS45GJ37JWEI8DH
John Smith	Lazy River	9:10 am	0:04	1ZS45GJ37JWEI8DH
John Smith	Lazy River	9:15 am	0:05	1ZS45GJ37JWEI8DH
John Smith	Super Slide	9:36 am	0:21	1ZS45GJ37JWEI8DH
John Smith	Super Slide	9:46 am	0:10	1ZS45GJ37JWEI8DH
John Smith	Super Slide	9:56 am	0:10	1ZS45GJ37JWEI8DH
John Smith	Twister	10:00 am	0:04	1ZS45GJ37JWEI8DH
John Smith	Rampage	11:16 am	1:16	1ZS45GJ37JWEI8DH

Visitor Management Solutions

Visitor Management Solutions Are More Effective When Planned For In Advance.



RFID & Barcode Solutions must be integrated into the Design/Build Process to streamline functionality and costs.

Technology integration needs to be planned and accounted for during:

- R&D Conceptual
- Design Build
- Ride Development
- Food & Beverage
- Hospitality
- Sales & Marketing
- Security
- Maintenance