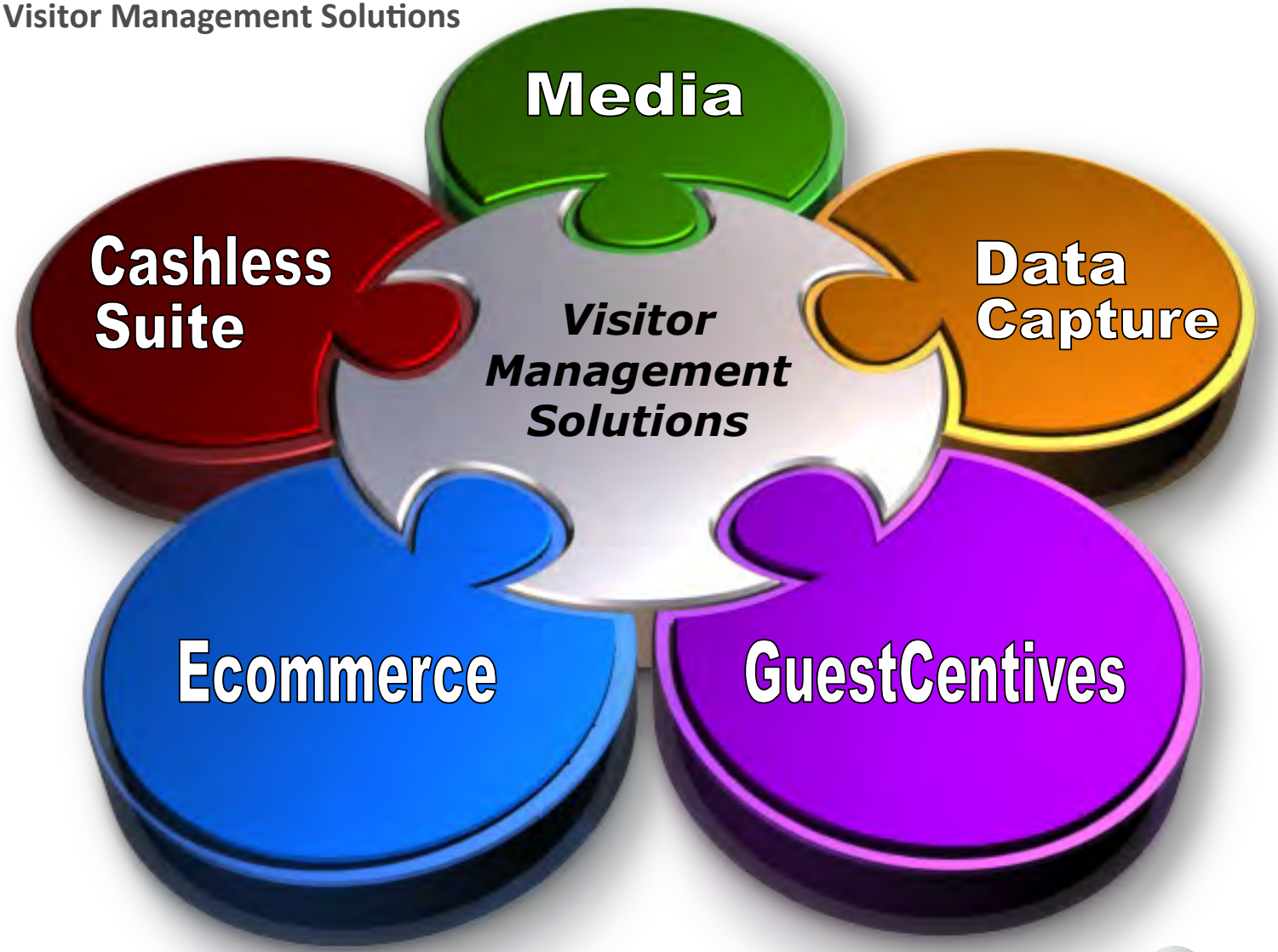
VisiTrac™

Visitor Management Solutions

Delivering RFID & Barcode Solutions That Make Sense.



SynergyID

Synergy ID

manage real-time data...

Influence Guest Behavior

Reduce Labor Burden

Improve Safety & Security

RFID & BARCODE SOLUTIONS

Synergy ID

increase per cap spending...

GO 'CashLess' Solutions

Offer Interactive Experience

Target In-Park Promotions

Synergy ID

understand demographics...

Identify Traffic Patterns

Document Ride Usage

Capture Individual Guest Activity

Synergy ID

enhance guest's experience...

Reward Guest Spending

Drive In-Park Loyalty Programs

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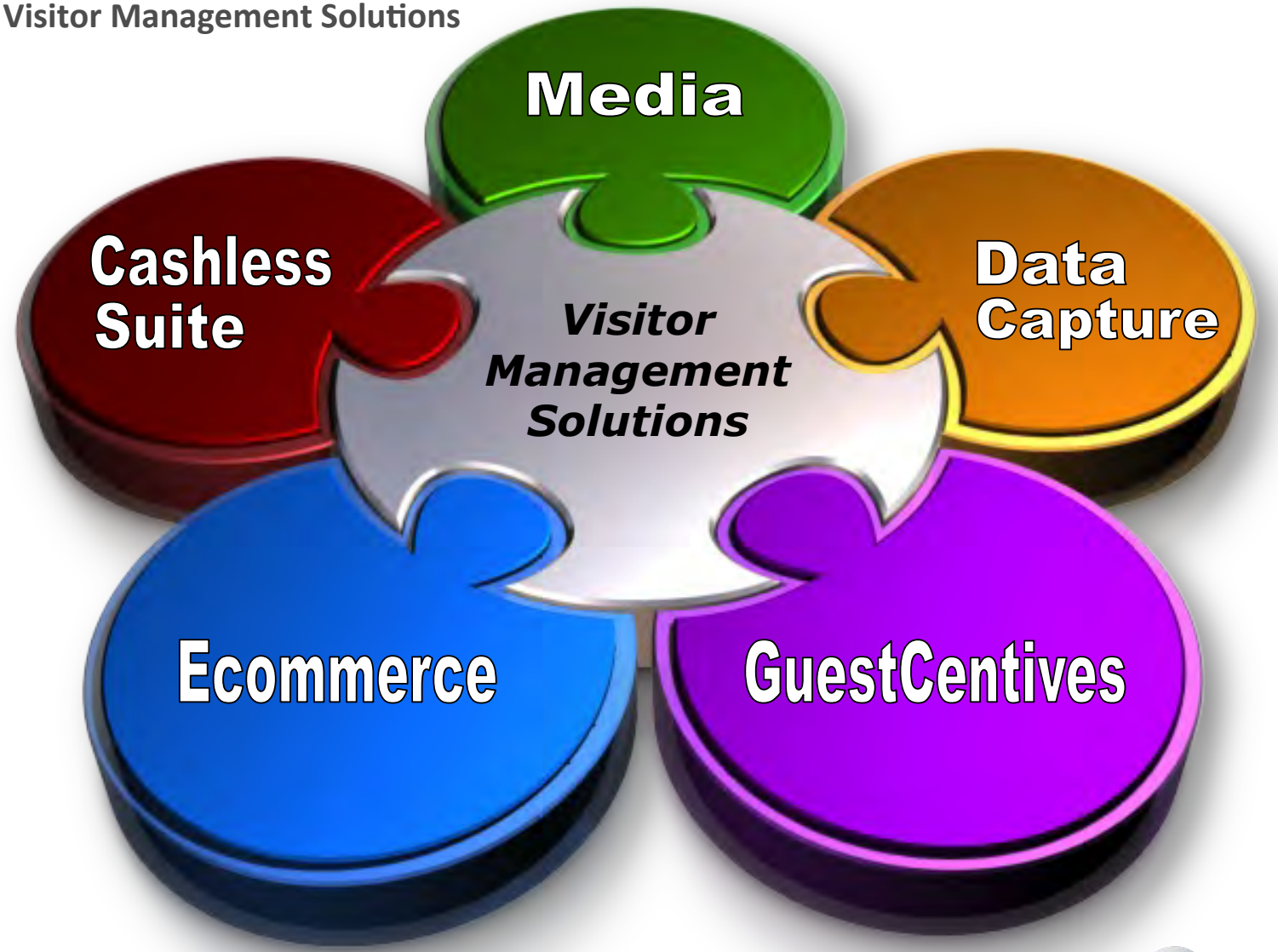
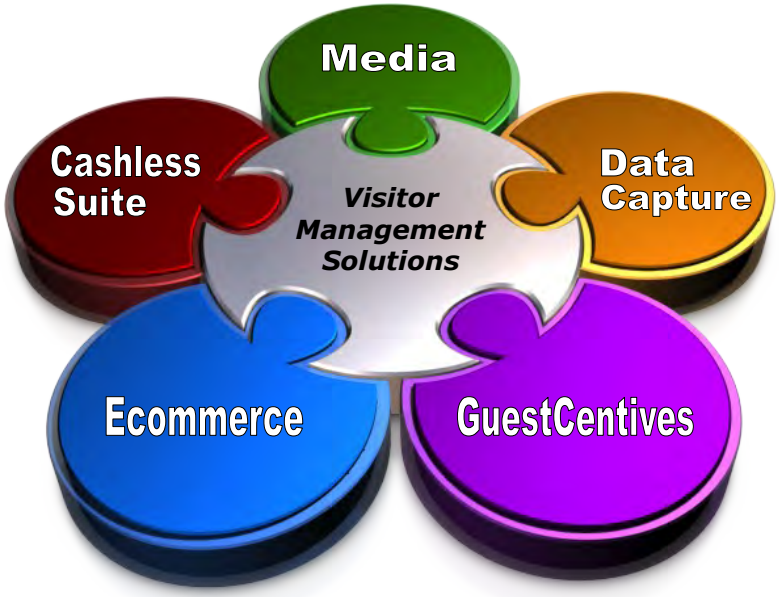


SynergyID

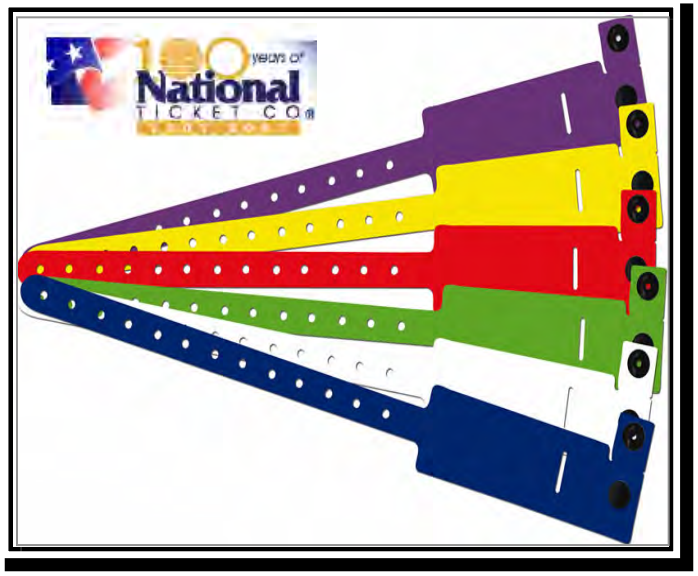
Visitor Management Solutions: Amusement/Water Parks/Hospitality Market



- 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

Synergy ID

Tracking The Experience…



VisiTrac™

Visitor Management Solutions

Manage, control, simplify with *VisiTrac*™ 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 BandCentives™ 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.

SynergyID

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

SynergyID

Maximize Return on Investment…

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.

Synergy ID

Tracking The Experience…

Delivering RFID & Barcode Solutions That Make Sense.

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)
10. GuestCentives™ & BandCentives™
11. Real-Time Data Collection

SynergyID

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.

SynergyID

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SynergyID

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.

SynergyID

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

SynergyID

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SynergyID

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!

SynergyID

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.

SynergyID

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SynergyID

Captive Spending…

Wireless ruggedized handheld BarCode or RFID Scanner

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.

SynergyID

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SynergyID

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.

SynergyID

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SynergyID

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.

SynergyID

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Synergy ID

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.

SynergyID

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SynergyID

Improve Security & Reduce Exposure…

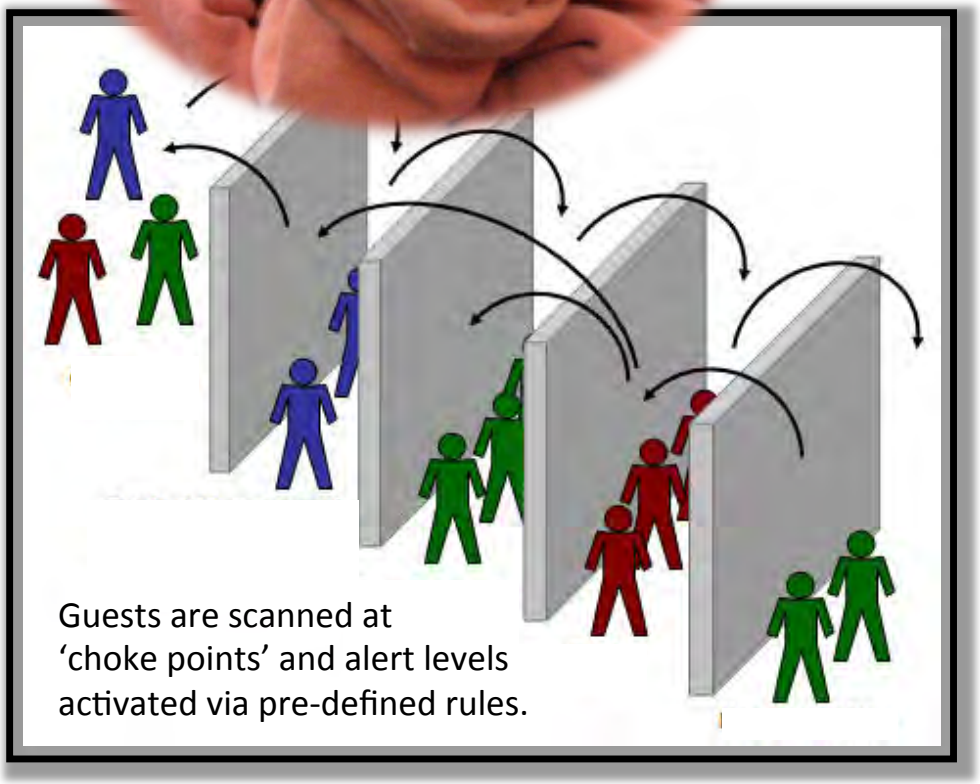
VisiSAFE™ (Incident Capture & Reporting)

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.

SynergyID

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.

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SynergyID

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.

SynergyID

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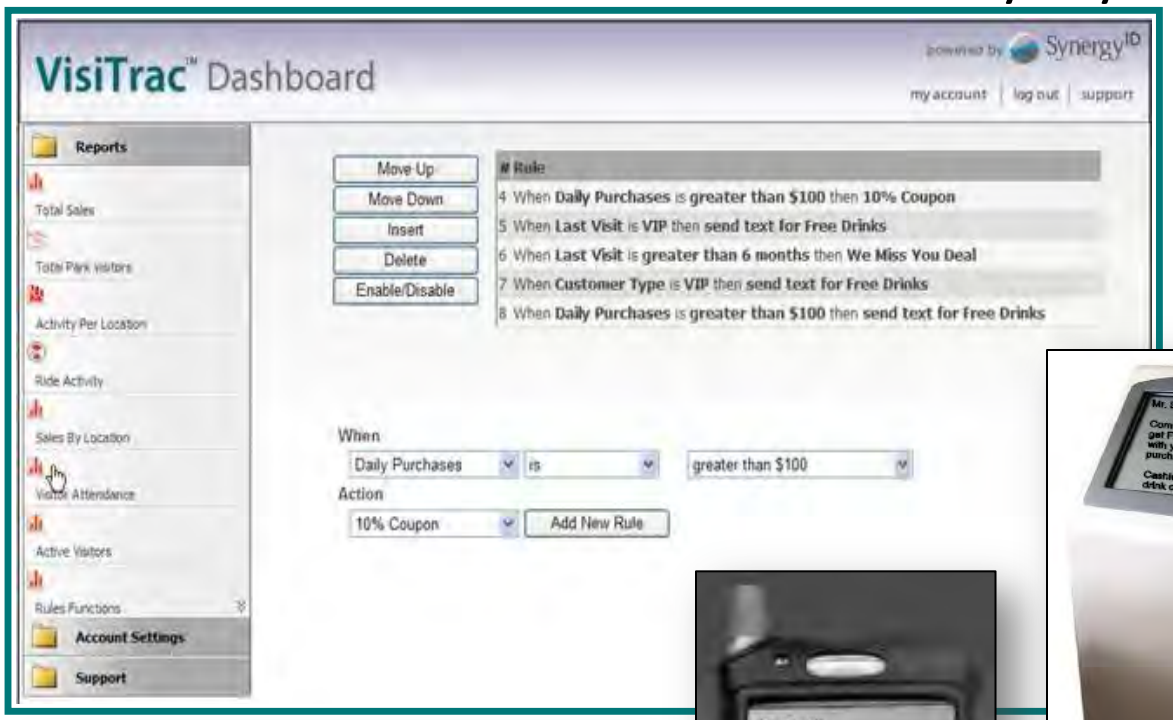
SynergyID

Influence Guest Behavior…

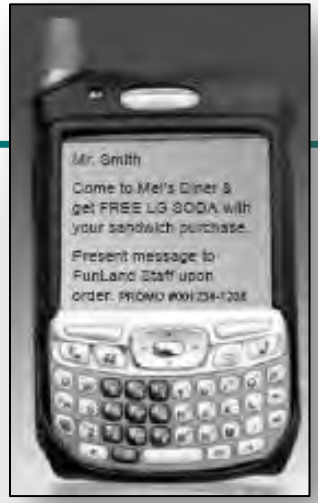
In-Park Application

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.

SynergyID

Influence Guest Behavior…

External Marketing

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.

SynergyID

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 qued by BandCentive wristband at beginning of ride. Additionally, Guest can upload favorite music or animation from home utilizing Web Portal.

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11. **Real-Time Data Collection**

SynergyID

Making Informed Decisions… (Influence Guest Behavior)

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

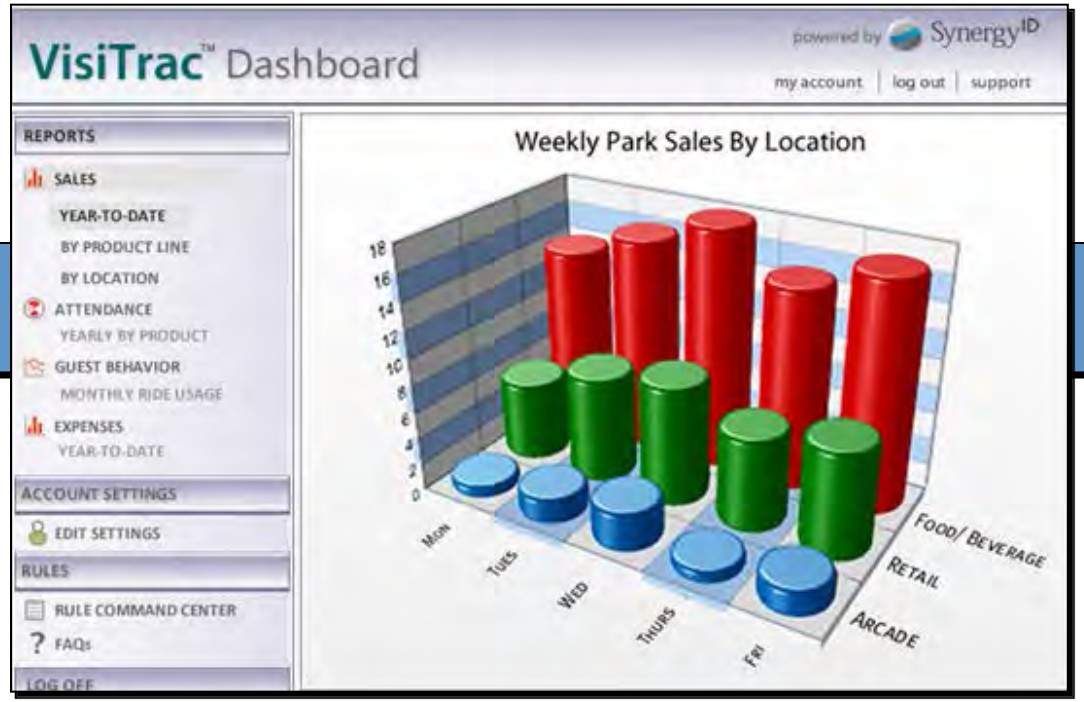
10. Real-Time Guest Data Collection

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.

SynergyID

Real-Time & Actionable Data



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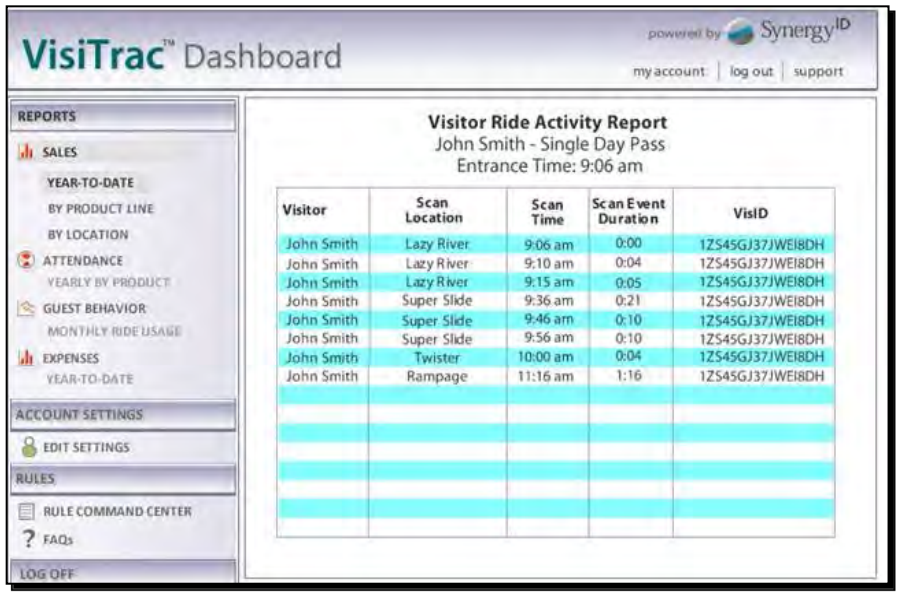
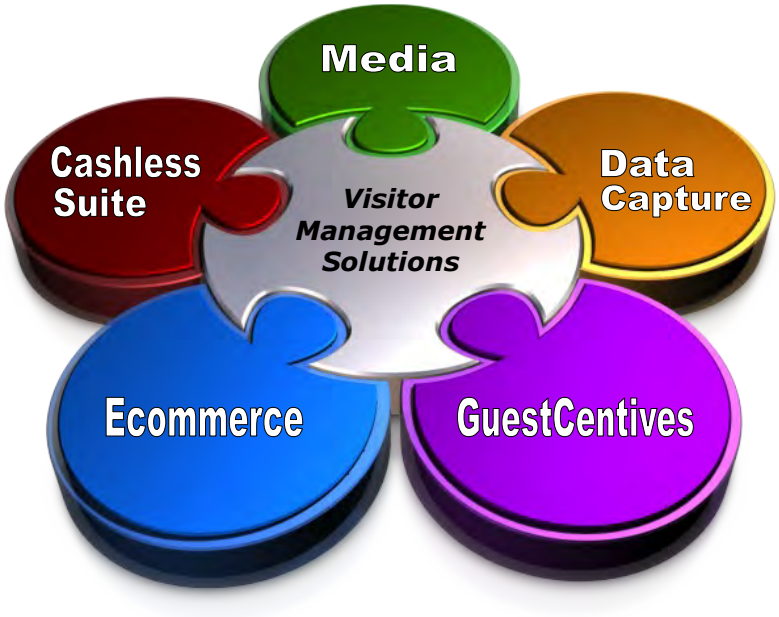


Visitor Management Solutions

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

SynergyID