

IAAPA 2008

Cell Phone Technologies



Presenters

- **David Asheim**
- **Diane David**
- **Patrick Konopelski**
- **Randy Josselyn**



New Cellular Technologies

What is happening now ?

What is happening next?



Cell Phone Technologies

- **Mobile Ticketing**
- **Queue Management**
- **Guest Information**
- **Marketing**
- **Guest Interaction**



Mobile Ticketing

- **Increase Sales Revenue**

- Encourage Immediate Purchase of Tickets
- Separate Ticket purchase from Per Cap Spending
- Collect Guest Demographics for up sell/bounce back marketing.

- **Decrease Box Office Labor / Costs**

- The Guest becomes your hourly employee
- Simplify our offerings to only what is relevant

- **Achieve Operational Efficiencies**

- Streamline your operational efficiency by eliminating “stop” points.

Mobile Ticketing

- **American Airlines**
 - **Cellular E-Ticketing for iPhone and Blackberry devices**



American Airlines[®]
AA.com

Mobile Boarding Pass



PNR RECORD LOCATOR
JG00PL
PASSENGER NAME
Joe Traveler
FLIGHT
2313
DATE
17 Oct
DEPARTS
09:15 AM
FROM:
Chicago, ORD
TO:
Dallas/ Fort W, DFW

Queue Management

- **Reduce Attraction Wait times**
 - Eliminate lines and “hassles” encountered by our Guests
 - Control the flow of your guests movements
- **Create Mobile Itineraries**
 - Tailor the experience to the individual guest (s)
 - Offer Attraction suggestions to specific guests based on their location
- **Maximize Potential at Vendor Locations**
 - Target guest movements throughout the park and react accordingly



Queue Management

- **Universal Express Pass Mobile**



Guest Information

- **Realtime Guest Information**

- **Up to the minute information on Dining, Character Location, Attraction wait times, Dining menus, Park hours, pricing etc.**
- **Isolate in-park guests and guest outside of park**

- **Mobile / Web Based Park Maps**

- **Animated park maps direct your guests where they want to go**
- **Filter results based on guests demographics (languages, ages, etc.)**

-



Marketing

• Short Code Marketing

- Text "FUN" to 12345
- Simplify our offerings to only what is relevant

• Targeted Text Messaging Geographically

- Could be used inside or outside of your facility
- Requires 3rd Party Coordination

• Targeted WiFi Messaging Geographically

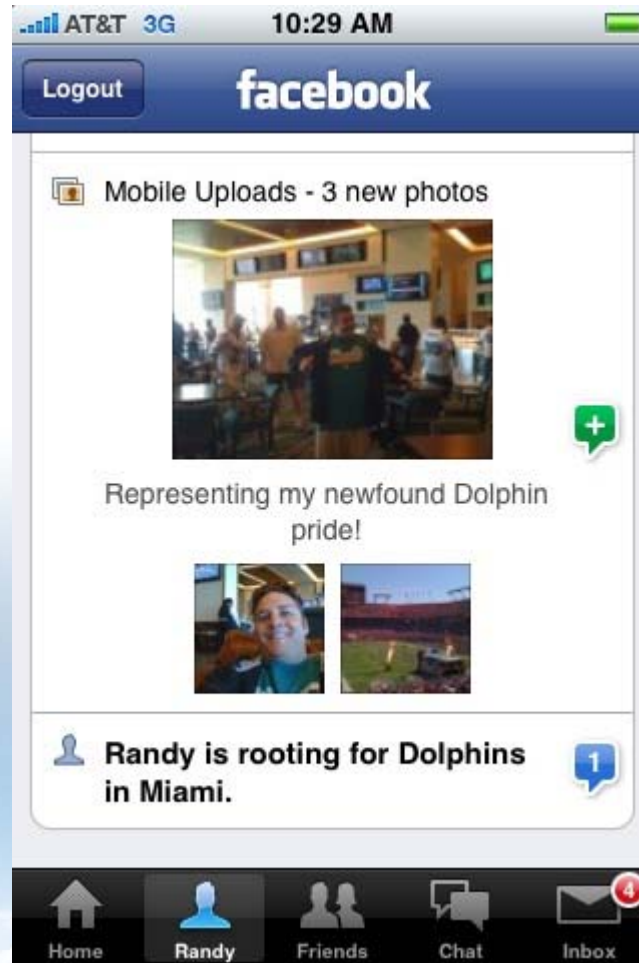
- Could be used inside your facility
- More focused communication
- Requires Wireless Access Points and WiFi enabled phone



Marketing

• Social Networking

- MySpace
- Twitter
- Facebook



Marketing

• Short Code Registration

- www.usshortcodes.com

The screenshot shows the CSCA (Common Short Code Administration) website. At the top right, there are links for [Account Login](#), [Home](#), [Case Studies](#), [Sitemap](#), [Support](#), and [FAQ](#). Below these is a site search bar with a "GO" button. A navigation bar contains links for [OBTAIN A CODE](#), [IMPLEMENT A CAMPAIGN](#), [OFFICIAL DIRECTORY](#), [PRESS](#), [ABOUT SHORT CODES](#), [Account Login](#), and [Get an Account Now](#).

The main content area features a large red banner with a mobile phone displaying a "WATCH THE NEW EPISODE" message for "VIRRE". The text on the banner reads: "See how brands, advertisers and enterprises can reach 235 million mobile customers" and "The New Official CSC Directory".

Below the banner, there are three columns of text:

- Common Short Codes** ...expanding the reach of wireless. For immediacy of impact and unprecedented levels of consumer involvement, few innovations can rival common short codes (CSCs). Long popular in Europe, Short Codes -- short strings of numbers to which text messages can be addressed - allow wireless subscribers to access applications
- m:metrics M:METRICS WHITE PAPER** Brands and advertisers are spending more than a billion dollars in 2008 on [mobile marketing...](#)
- IDC IDC WHITE PAPER** Read the [IDC's perspective on the future of mobile marketing](#) and how to reach over 230 million consumers using [short codes...](#)

On the right side of the page, there is a "Check CSC Availability" section with a "Search for Your CSC" form. Below this are sections for "Available Cool Words", "Easy to Remember Numbers" (with radio buttons for 6 and 5 digits), "Advanced Search and Tips", and a "Resource Center" with links to [Case Studies](#), [White Papers/Articles](#), and [Best Practices](#).

Guest Interaction

- **Enhance Guest Experience**

- Create “interactivity” between the attraction and your guest
- Photo opportunities, direct involvement with attractions and other guests, etc.

- **Create Magical Relationships**

- Allow guests to interact with other guests, friends or family
- Customized messaging to our guests from our Characters

- **Keep Guests Entertained**

- Interactive Mobile games can be accessed in line or on the property
- Align your in-park entertainment to Entertainment verticle

Shocktoberfest

• Text 2 Fear

Shocktober Fest
Pennsylvania's Premier Haunted Scream Park

MAIN MENU

- Dates & Park Info.
- Ticket Prices
- Group Information
- Directions & Maps
- Photos & Video
- Work @ Shocktoberfest
- Contact Us

BUY YOUR TICKETS ONLINE NOW!
AVOID LONG TICKET LINES!!!
Use the special internet ticket line at the ticket booth

Watch the 2008 Promo Video!

Shocktober Fest
Pennsylvania's Premier Haunted Scream Park

Be our MySpace friend and win Free Tickets, RIP Passes, and other prizes!

myspace.com
a place for friends

"THE #6 BEST HAUNTED ATTRACTIONS IN THE NATION"-HAUNTWORLD MAGAZINE

Are You Brave Enough to Escape?

PRISON OF THE DEAD

Biohazard Hayride

WITH ALL NEW TWISTS & TURNS!

CLUB SHOCK

GHOULS GONE WILD!

THE 10,000 SQ. FT. HAUNTED NIGHTCLUB!

TOXIC ASYLUM 3D EXTREME

TRY NOT TO LOSE YOUR MIND

Questions?

- **IAAPA Technology Survey**

- **Please Scan your ID if you have not done so already.**
- **Please fill out the the survey**

- **Have a great week!**

