

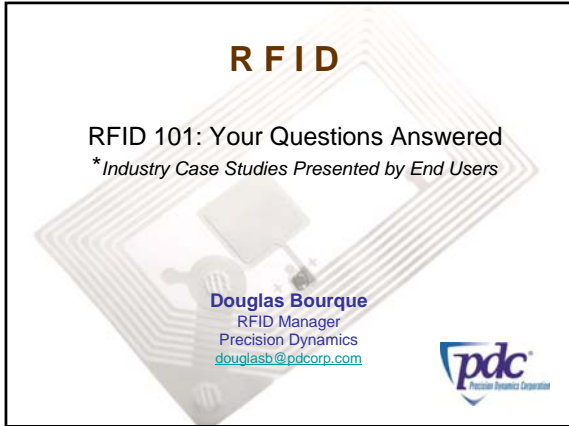
IAAPA Attractions **EXPO**

RFID 101: Your Questions Answered

11/12/2007
1:30pm
Room #S331CD




IAAPA

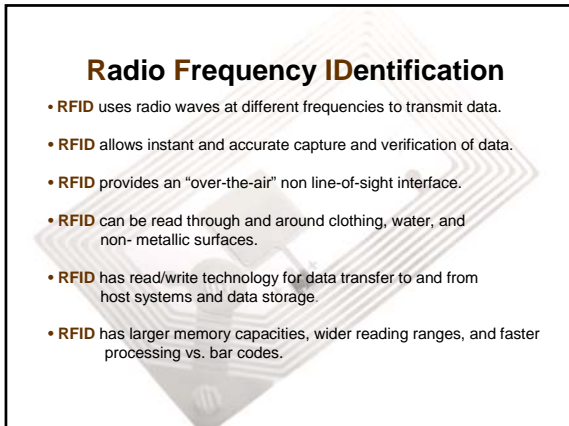


RFID

RFID 101: Your Questions Answered
**Industry Case Studies Presented by End Users*

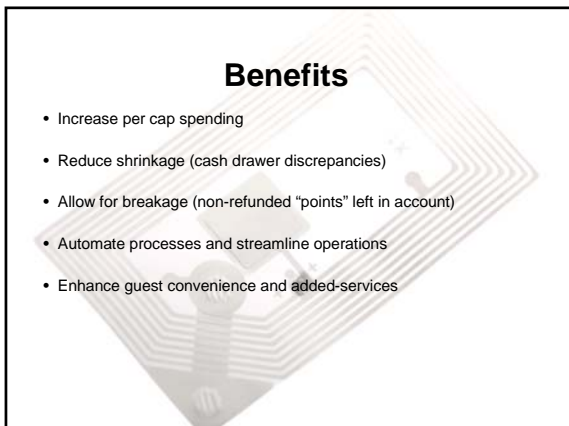
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Radio Frequency Identification

- **RFID** uses radio waves at different frequencies to transmit data.
- **RFID** allows instant and accurate capture and verification of data.
- **RFID** provides an "over-the-air" non line-of-sight interface.
- **RFID** can be read through and around clothing, water, and non- metallic surfaces.
- **RFID** has read/write technology for data transfer to and from host systems and data storage.
- **RFID** has larger memory capacities, wider reading ranges, and faster processing vs. bar codes.



Benefits

- Increase per cap spending
- Reduce shrinkage (cash drawer discrepancies)
- Allow for breakage (non-refunded "points" left in account)
- Automate processes and streamline operations
- Enhance guest convenience and added-services

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RFID Applications

- Cashless point-of-sale (POS)
- Keyless Entry (Doors, Lockers)
- Admissions and Ticketing
- Access Control
- Security, Doors and Lockers
- Guest, Employee ID and Tracking
- Age verification
- Line Queue Control
- Safety

Cashless POS

- **Cashless RFID has been around for 10+ years**
 - Mobile Speedpass – 1996
 - AMEX/Visa/MasterCard – 2002
- **Major Drivers for Cashless Transactions:**
 - 50% surveyed - convenience was a factor for cashless
 - 45 % surveyed - said speed was also a factor
- **Cashless RFID reduces line Queue**
 - 12.5 seconds for RFID transaction
 - 26.7 seconds for mag stripe transaction
 - 33 seconds for cash transaction

Faster transaction times reduce line queue and increase patron spending

Source: Jupiter Research
Source: December 05 Briefing Federal Reserve Bank Kansas City

Cashless POS

POS Interface

- Back End and/or money on media
- Easier than using cash
- 3rd Party Vendors
 - Gateway Ticketing
 - Agilysys
 - Micros
 - Springer Miller
 - Microsoft Retail Systems
 - Ideal Software

Cashless RFID increases spending
15-22% lift in customer spending

2004 Smart care Alliance: Contactless payments: Delivering consumer and Merchant benefits
2005 AMEX discussion on results of pilot studies for RFID contactless product.

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Cashless POS

- Electronic Wallet
- No loose or lost cash
- Convenient and fast transactions
- All age-compatible
- Easy to use



Access Control/Ticketing

- Positive Guest ID
- Patron Experience Enhanced
- Anti "pass back" feature



Keyless Entry

- Convenience
- Doubles as your "electronic wallet"
- NEVER LOSE YOUR ROOM KEY



Location/Information Solutions

Active Solutions

- Real time tracking of individuals within resort or park



Family Link

- Allows linking of family members
- Scan & retrieve contact information



RFID Media



Cards



Labels



Rewearable



Wristbands



Key Fobs
