

# **IAAPA** Attractions **EXPO**

## **RFID 101: Your Questions Answered**

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

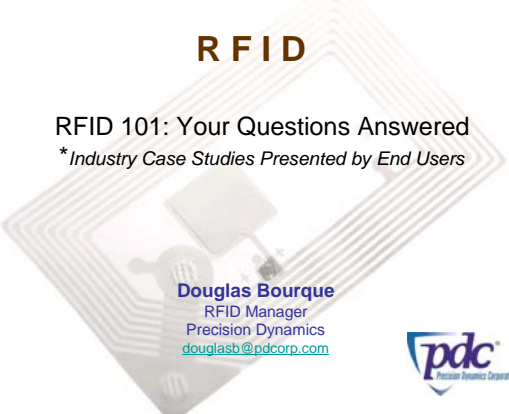



**IAAPA**

**RFID**

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

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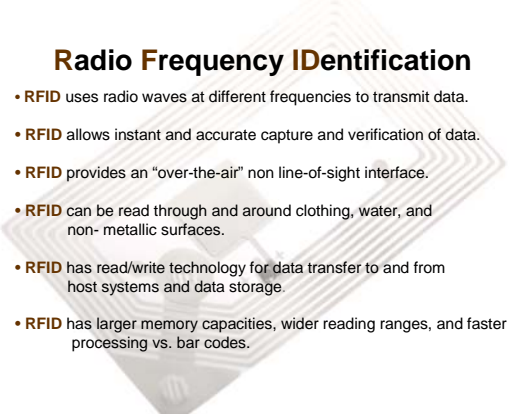
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**Radio Frequency IDentification**

- **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.



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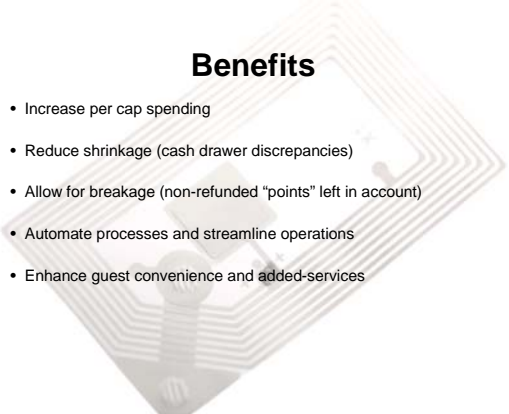
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**Benefits**

- 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

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## 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

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## Cashless POS

### POS Interface

- Back End and/or money on media
- Easier than using cash
- 3<sup>rd</sup> 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



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### Access Control/Ticketing

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



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### Keyless Entry

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



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## 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




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## RFID Media



Cards



Labels



Rewearable



Wristbands



Key Fobs

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