DIGITAL FUTURE TRACK

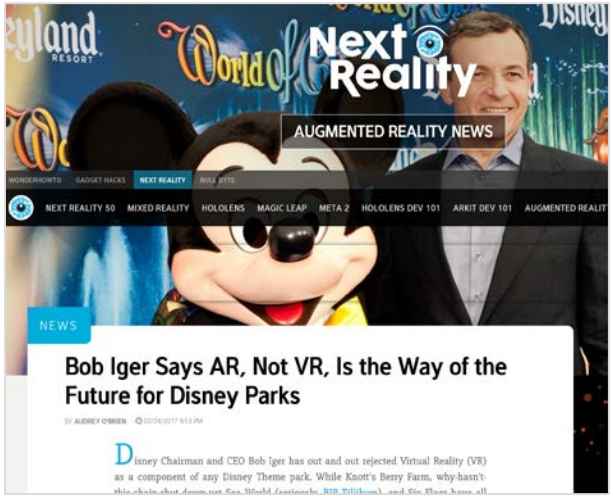
Welcome and introduction

Robert Arvidsson
Head of Marketing, Liseberg
Member of IAAPA EMEA Education Sub-committee

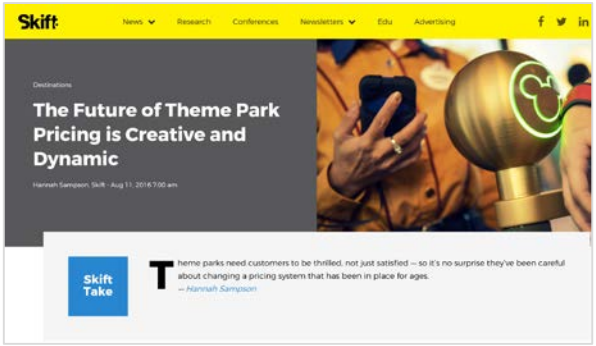
WELCOME TO AN AFTERNOON WITH 100% DIGITAL FOCUS!

- Bridging the analogue world with digital
- Digitalization creates and boosts business value and guest value
- Digitalisation with no borders
- Panel

VR vs AR

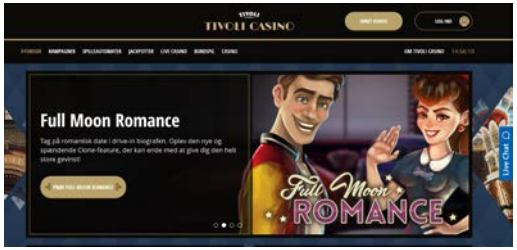


Dynamic pricing

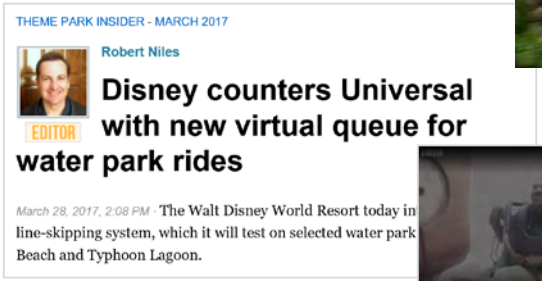


Enhanced experiences

New revenue streams



Virtual queueing & queue management



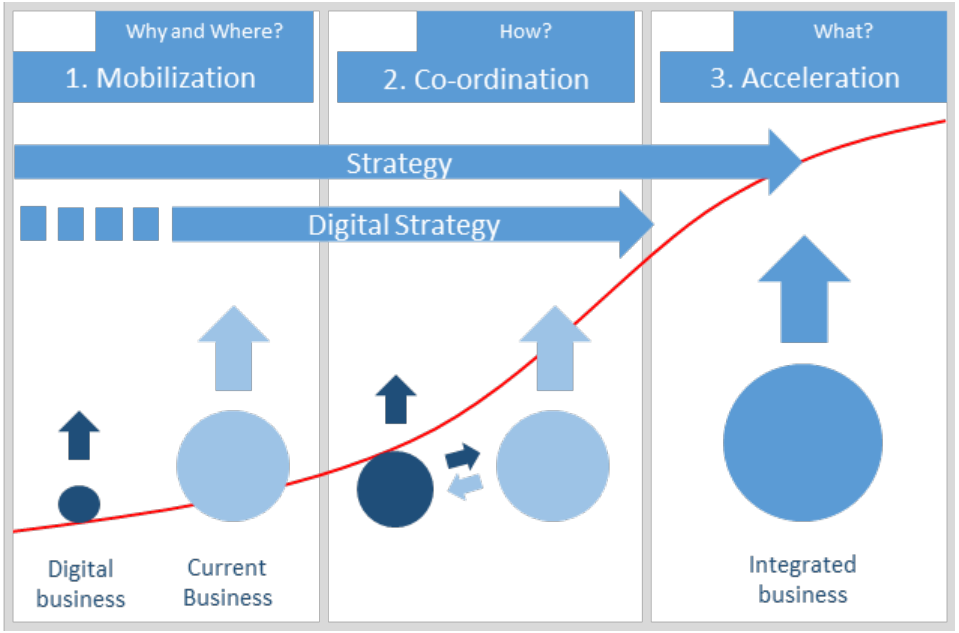
Digital guest journey

OUR INDUSTRY AND DIGITAL OPPORTUNITIES

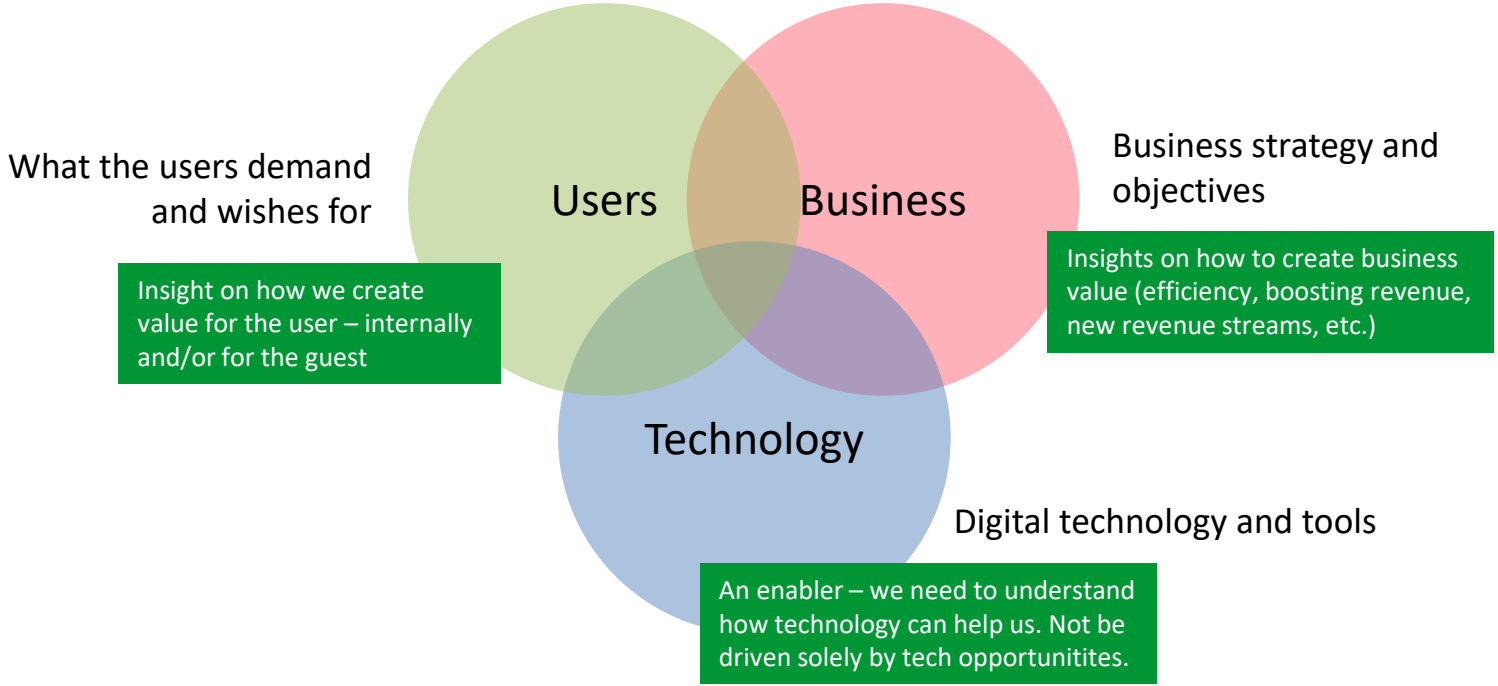
- We´re the industry of fun
- Creative, exploring, experimenting and testing
- Adapt to new things is in our nature
- The future is bright and we´ll embrace new digital opportunities
- But with complexity of the new digital landscape risk increases, affecting and including all areas of our business

Can we achieve greater value for our guests and our business? Yes, but how do we do it? How do we minimize risk and enable success?

DIGITAL TRANSFORMATION IN THE AMUSEMENT PARK INDUSTRY – EASY AS 1-2-3?



A SPLIT-VISION PERSPECTIVE ON DIGITAL INITIATIVES



THE FUN BEGINS
AT EAS 2017
JOIN US!

ENJOY THE AFTERNOON!

Digital Transformation: Bridging the Analogue World with Digital

Tobias Mundinger

Head of Brands, Sales & Licensing
Mack Media GmbH & Co. KG, Germany

MackMedia®

Charles Darwin
19th Century

"It is not the strongest of the species that survives, nor the most intelligent. It is the one that is the most adaptable to change"

Jeff Bezos
21th Century

"In today's era of volatility, there is no other way but to re-invent"

Agenda

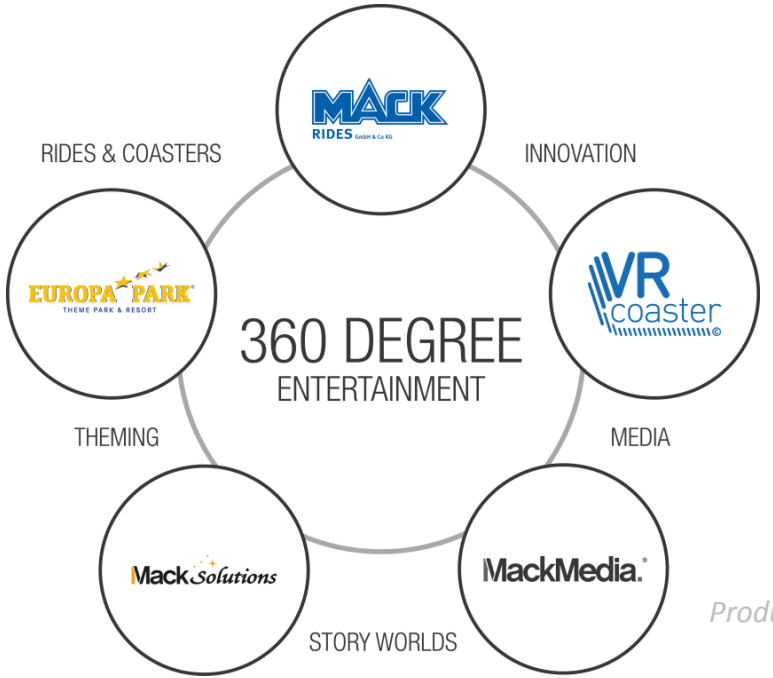
Digital Transformation: Bridging the Analogue World with Digital

- Media Based Attractions
- Digital Products & Experiences
- Digital Communication, CRM / Big Data
- Digital Park Operation
- Virtual Attractions

Being a ride manufacturer

Being an operator,
Park, Hotel, F&B, retail

Going virtual



Being artists

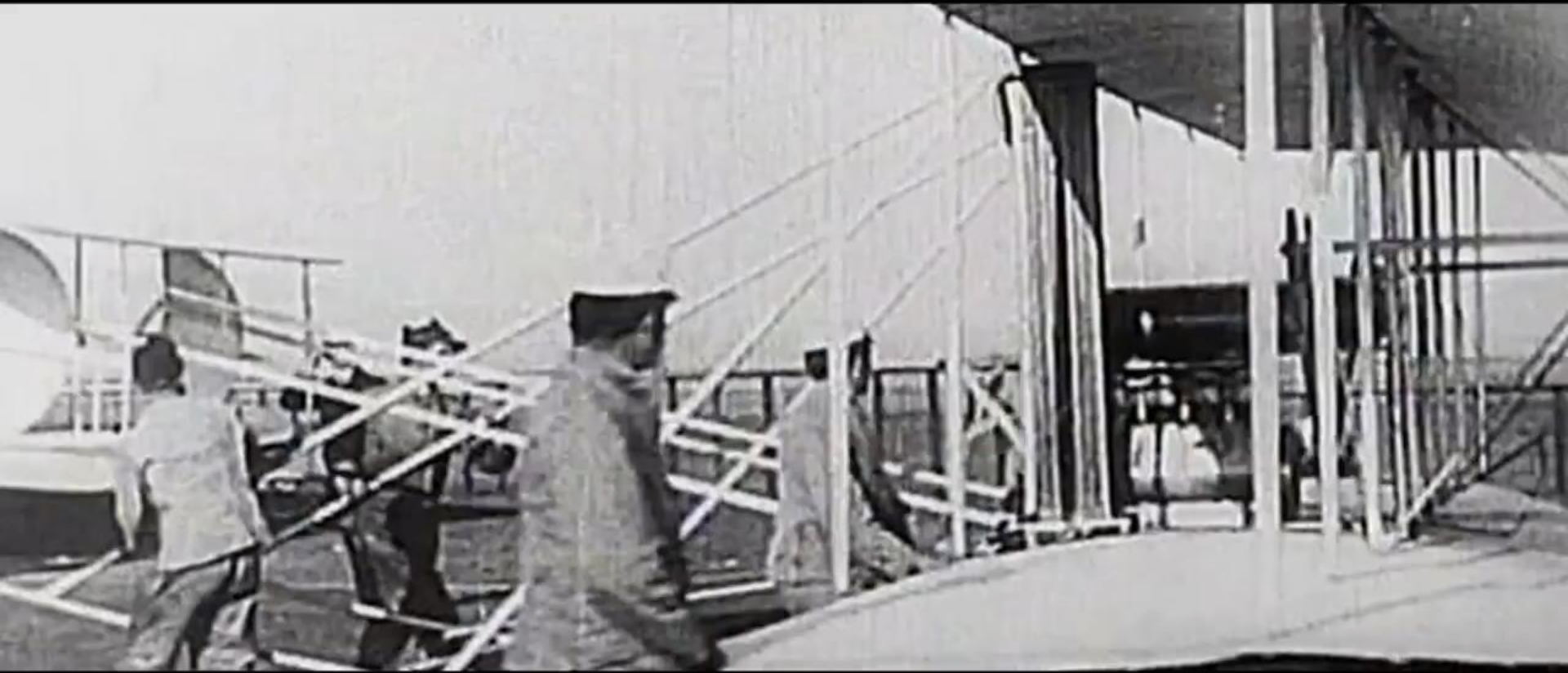
Producing media

Media Based Attractions

Opportunities:

- New types of attractions with more immersive experiences
- New field of business for specialised content productions
- Using digital IP worlds
- Customized content for own brand experiences

➢ Digital content becomes theming



Digital Products & Experiences

Opportunities:

- Digital Storytelling & Content Marketing
- Story & Brand building for an enhanced experience
- Additional digital attractions & experiences
- New ways of customer interaction
- New kind of revenue streams

➢ Going digital can become an attraction for itself

Clip Series / Marketing Campaign "Die Erstflug-Theorie"

Augmented reality treasure hunt

JuniorClub online and in the park

Digital Visitor Service based on CRM/Big Data

EUROPA PARK®

THEME PARK & RESORT

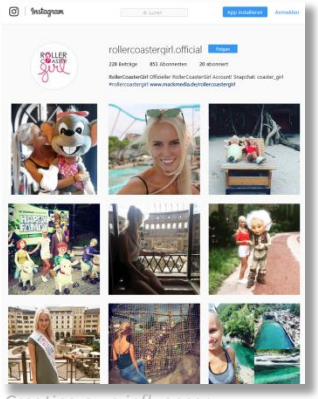
Digital Communication, CRM / Big Data

Opportunities:

- New communication channels
- Enhanced and extended customer journey experience
- Collect data for customized marketing
- Create extra revenue

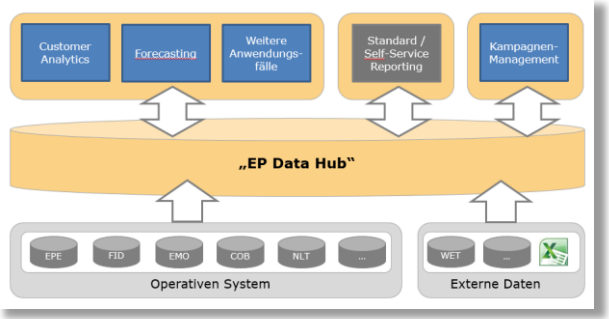
➢ With digital solutions we get to know our costumers personally

Europa-Park online radio



Creating own influencer

Europa-Park Guide App



Europa-Park corporate database system

Digital Park Operation

Opportunities:

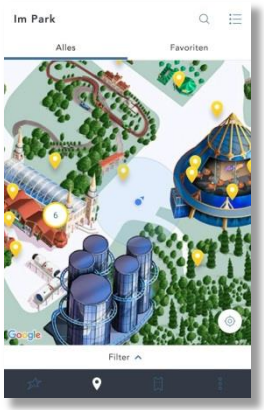
- Regulating capacities
- Digital payment solutions
- Individual costumer information
- Save money through digital processes

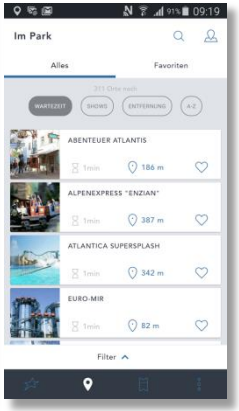
➢ Digital solutions help to operate

Info Screens at Europa-Park

Rulantica Indoor Waterpark

Ticketing Machine at Europa-Park





Europa-Park Guide App

Virtual Attractions

Opportunities:

- Use virtuality as a new kind of attraction
- Upgrade old rides with virtual reality technology
- Create immersive experiences with own brands
- New field of business for specialised productions

Upgraded VR Rollercoaster

➢ Digital and analogue can melt

VR Rollercoaster App

Conclusion

Digital Transformation: Bridging the Analogue World with Digital

- Digital content becomes theming
- Going digital can become an attraction for itself
- With digital solutions we get to know our costumers personally
- Digital solutions help to operate
- Digital and analogue can melt

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Thank you for your attention

Contact information:
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Eric Cosset

Director, Parks Content
Walt Disney Parks & Resorts, Disneyland Paris

WHY
INNOV

HP Calculator

First Microprocessor, Intel

then

- 4 Theme Parks
- 2 Waterparks
- 28 Disney Resort Hotels
- 29,000+ Hotel Rooms
- 4 Golf Courses
- 220 acre Sports Complex
- 5 Disney Convention Centers
- 120 acre Shopping and Entertainment District

1971
No Personal Computers

now

2017
223M Smartphone Users in the U.S.

The opportunity

Digitization

Recognition

Customization

Personalization

A Paradigm Shift

Peter Pan's Flight
Magic Kingdom
Fantasyland

4:35 PM | 8:45 PM | 9

Pirates of the Caribbea
Magic Kingdom
Adventureland

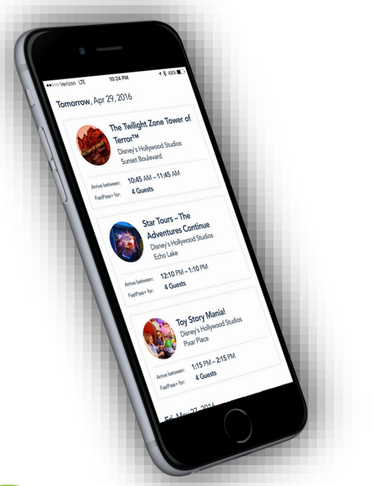
6:55 PM | 7:55 PM | 8:55 PM

So we created an experience system

MyDisneyExperience

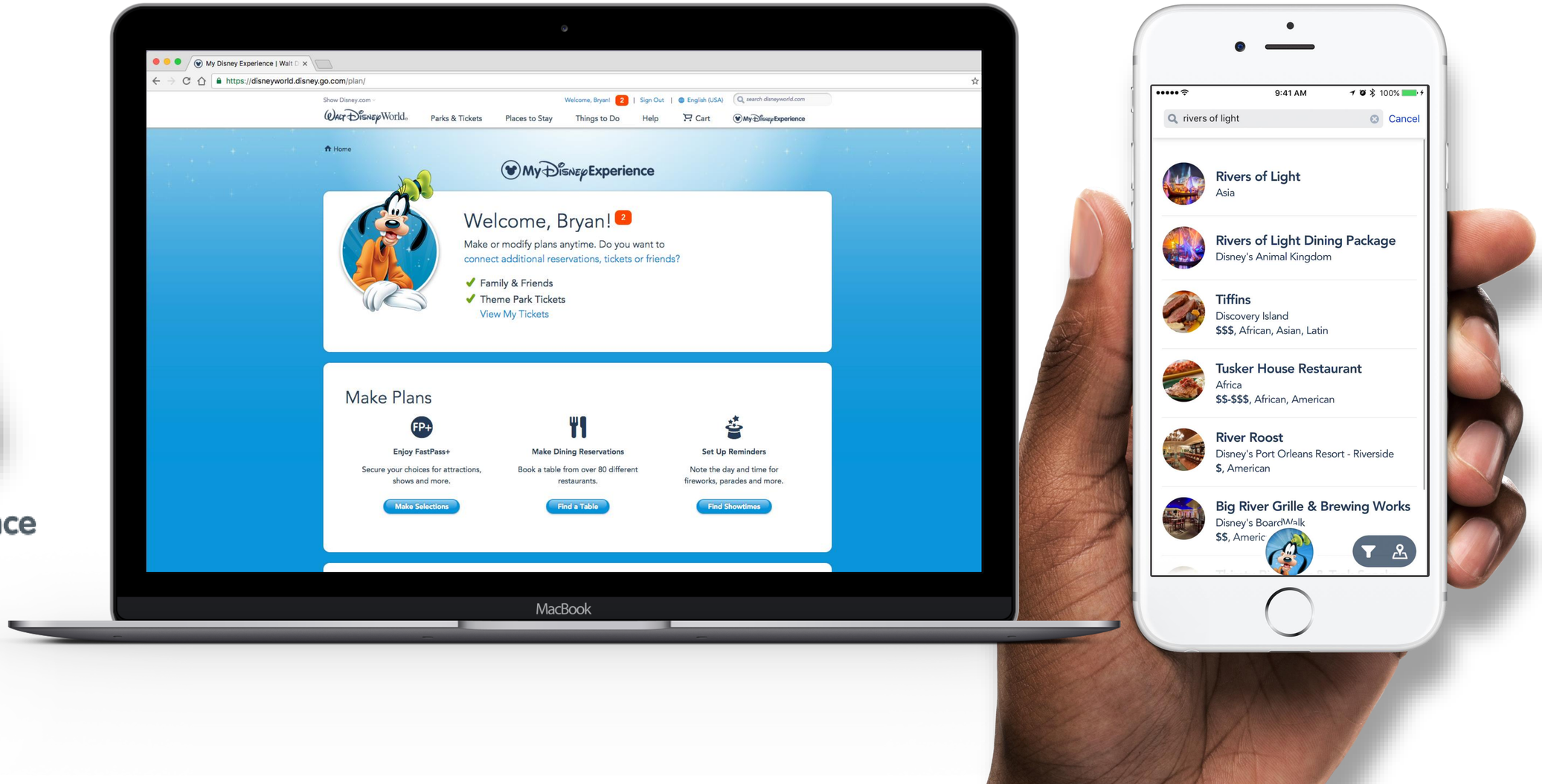
MagicBand

A digital experience platform



MyDisneyExperience

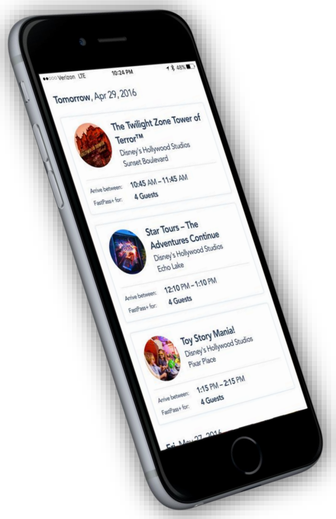
(Digital)



A connection between the digital and physical world

(Physical)

Enabling simpler access to basic entitlements…



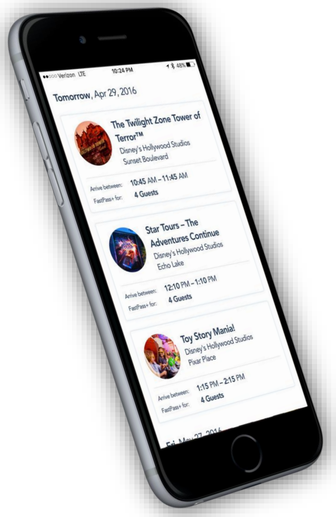
MyDisneyExperience

(Digital)

MagicBand

(Physical)

…and tangible experiential payoffs



MyDisneyExperience

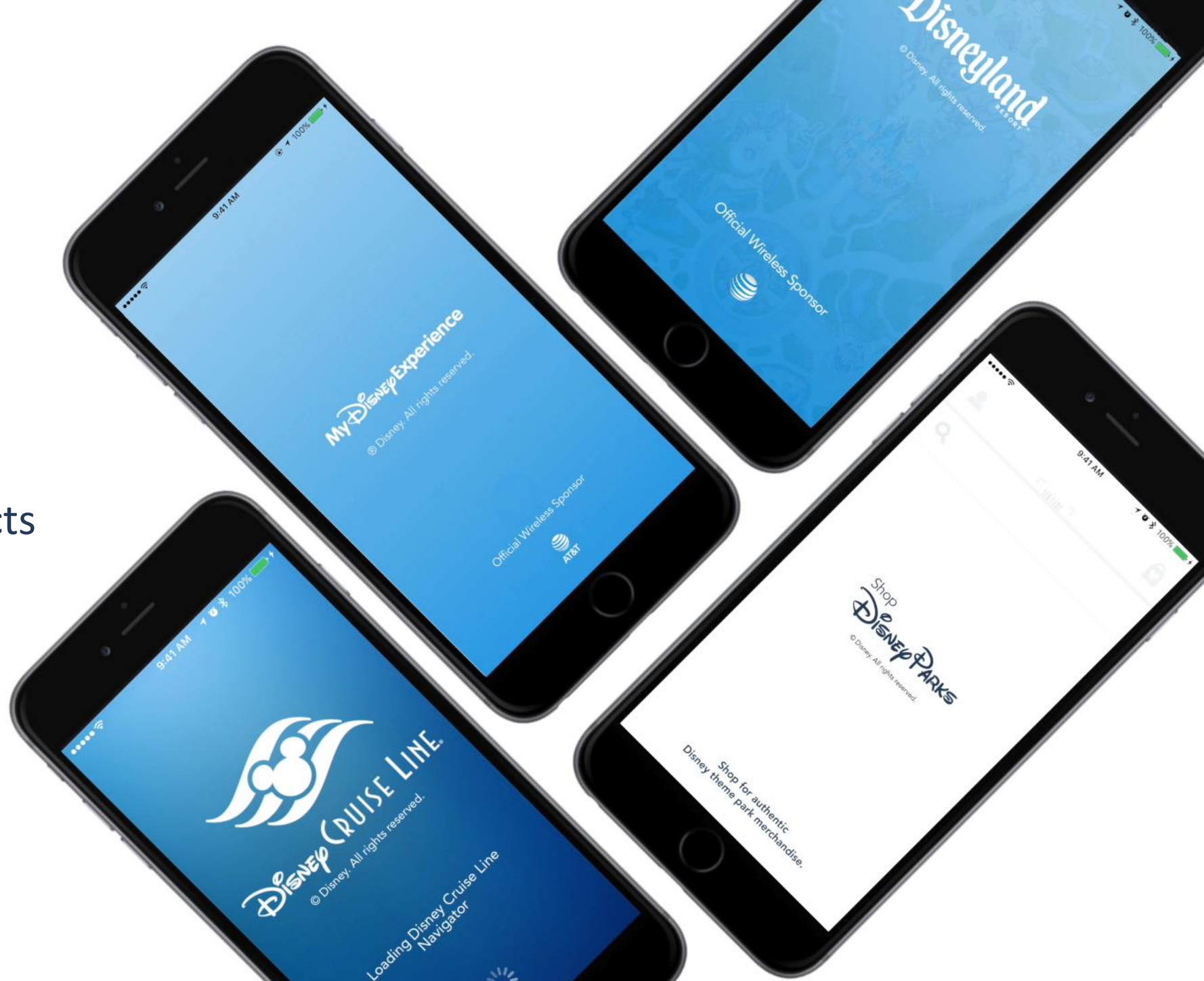
(Digital)

MagicBand

(Physical)

4th largest distributor of wearables

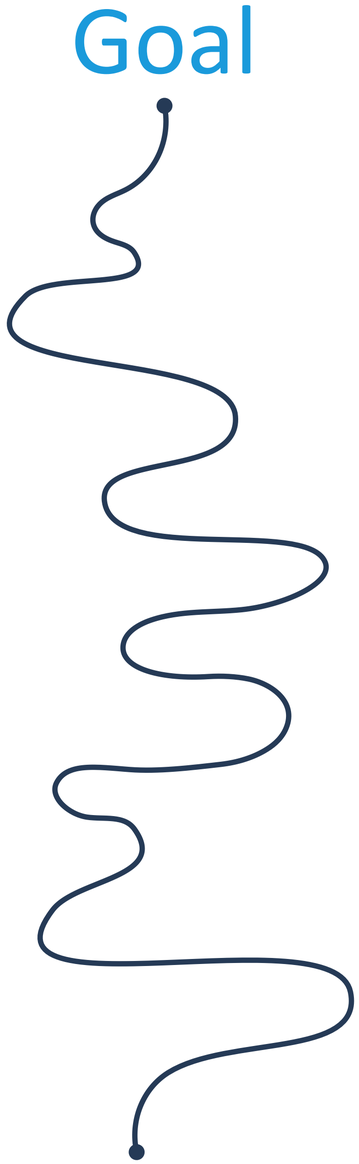
Suite of Digital Products



Things

WILL

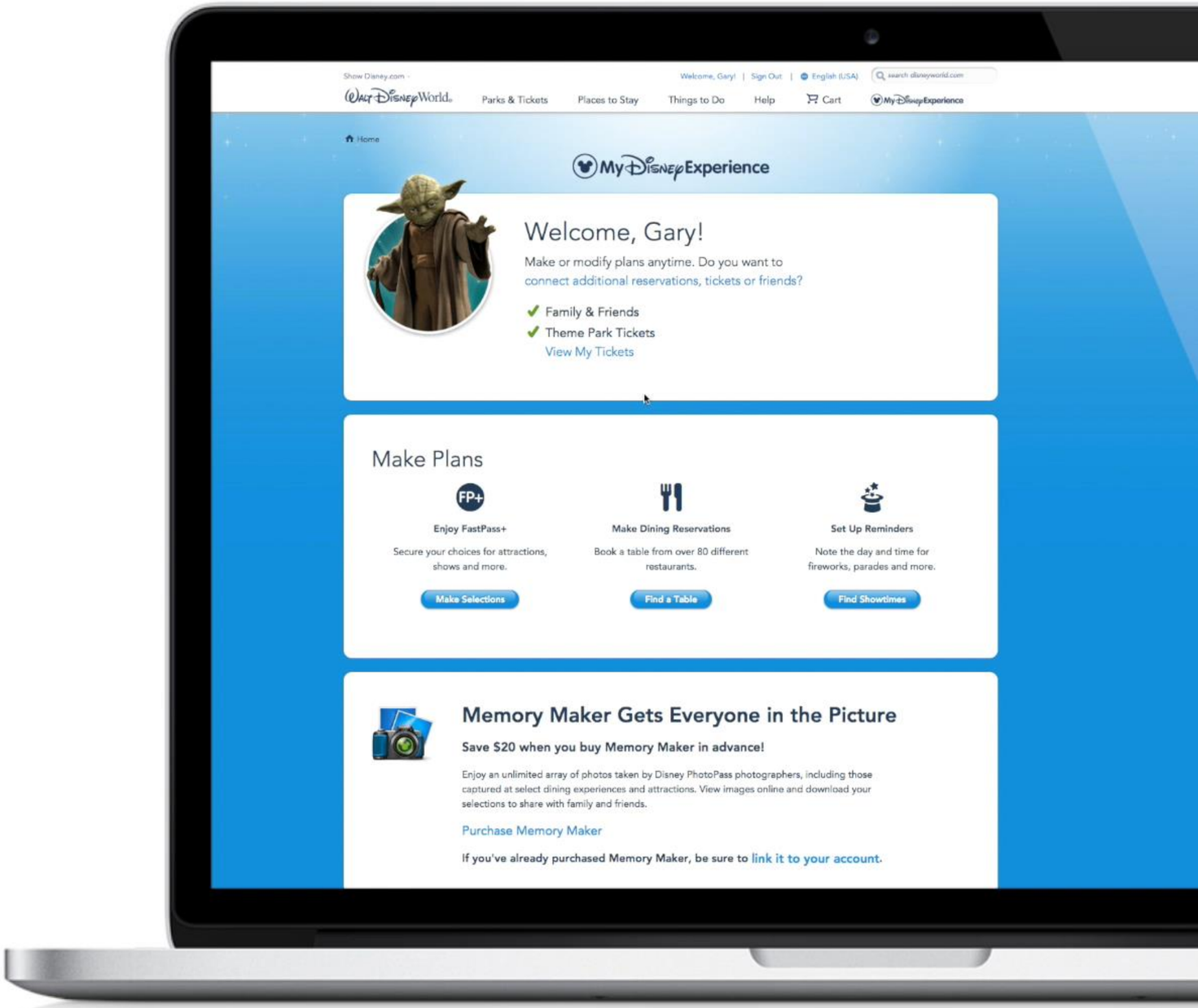
go wrong



MyMagic+

Lessons Learned

Integration and Simplification



MyMagic+

Lessons Learned

Minimum Viable Product Launch

MyMagic+

Lessons Learned

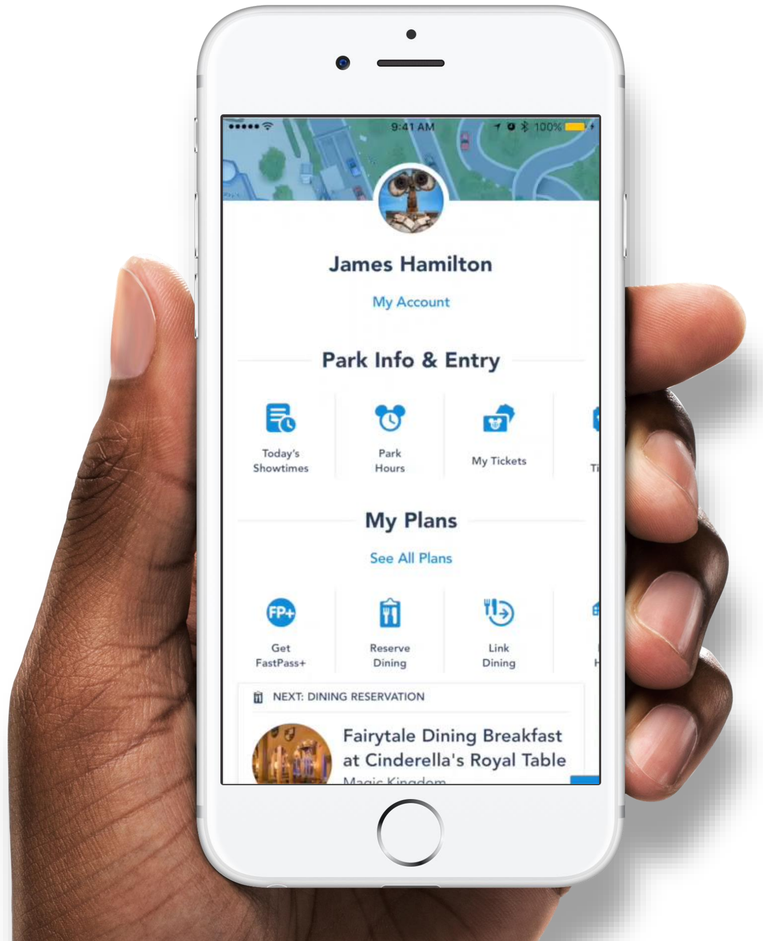
Cultural Disruption

MyMagic+

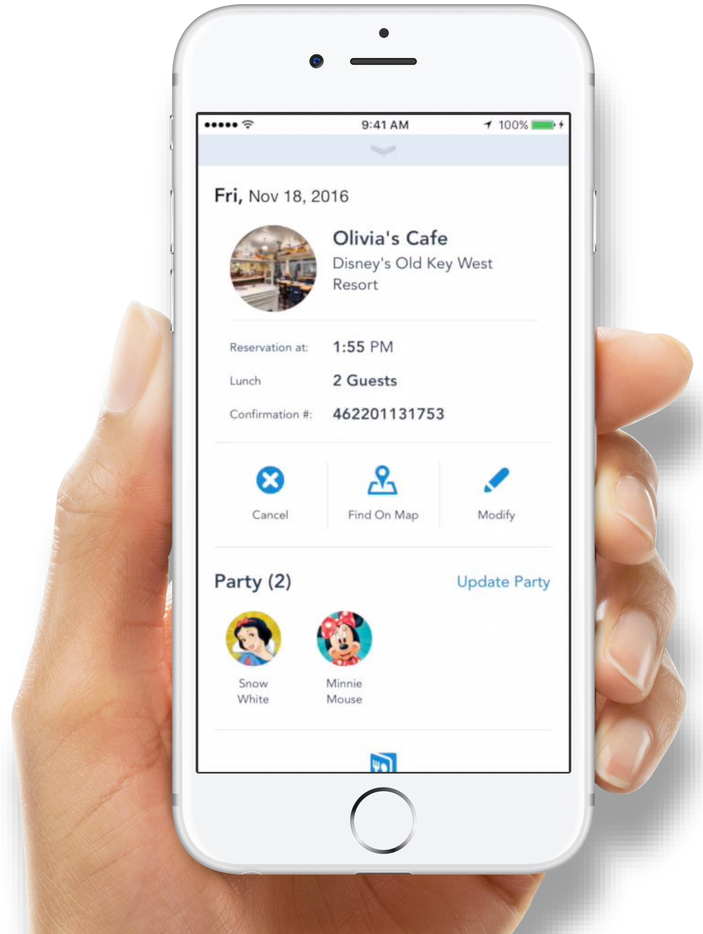
Lessons Learned

Rapid Guest Adoption

FastPass+
Day-Of Digital Adoption



In-App Dining
Modifications



Any sufficiently advanced technology is indistinguishable from magic

-Arthur C Clarke

Eric Cosset

Director, Parks Content
Walt Disney Parks & Resorts, Disneyland Paris

RFID & NFC in modern days

Leisure & Entertainment

Alexander Dimitrov, NXP Semiconductors
MIFARE Smart Cities
Berlin, Germany, September 26, 2017

Radio Frequency IDentification

Wireless communication, as opposed to communication via electric wires, establishing contactless environment.

Capability to find, retrieve, report, change, or delete specific data without ambiguity.

Radio Frequency of Operation

	LF (Low Frequency) 125 kHz to 134 kHz	HF & NFC (High Frequency) 13.56 MHz	UHF (Ultra High Frequency) 860 MHz to 960MHz
Reading range	< 10 cm	> 1 m	< 10 m

RFID Infrastructure

Readers & Gates

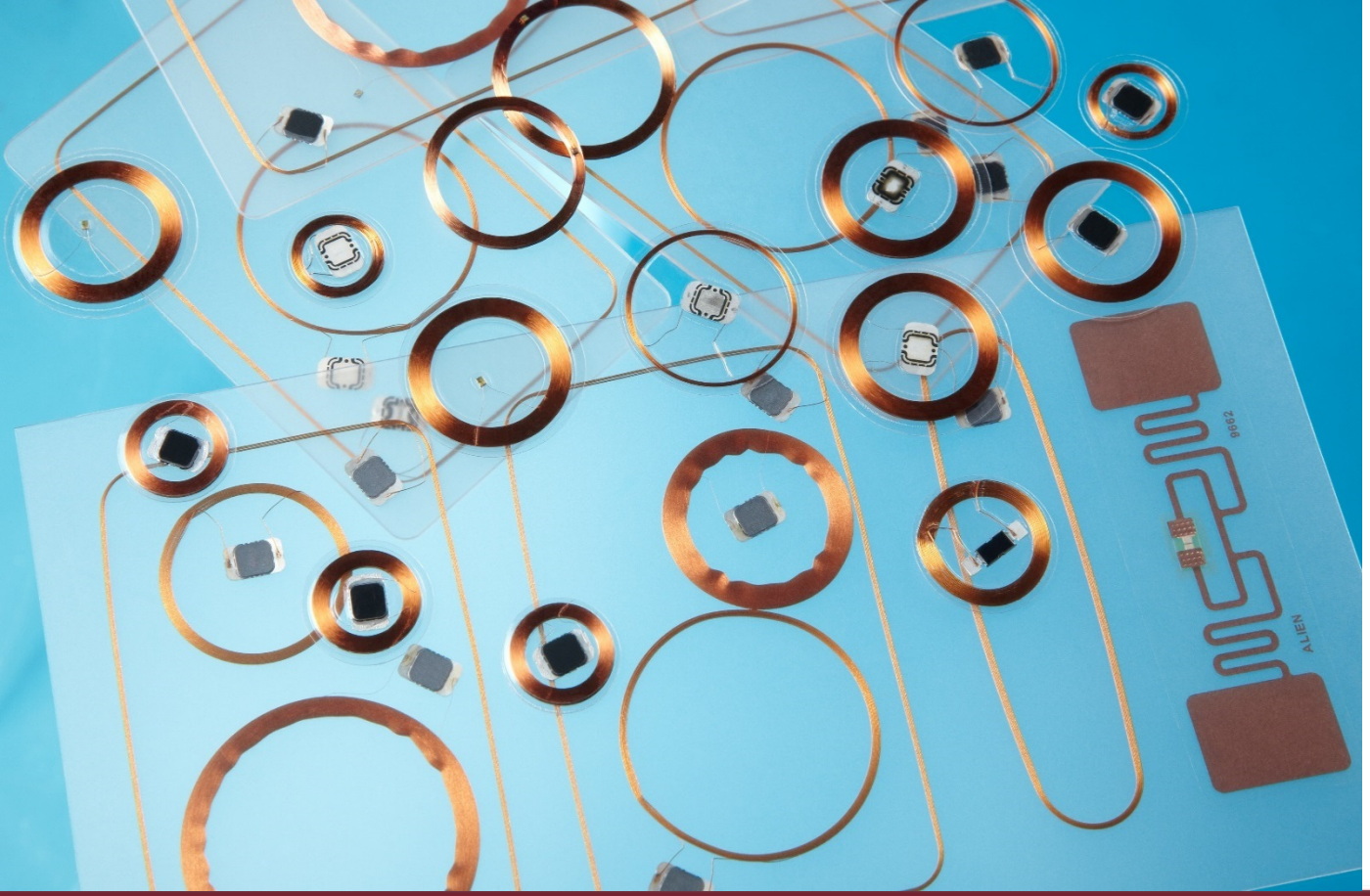
Communication language

ISO14443

ISO14443

Radio Waves

RFID Tag



RFID TAGs

- Integrated Circuit/chip
  - Memory
  - Transponder
  - Controller
- Antenna
- Packaging
  - Any form factor and size
- Highest security
  - Independent body certification
- Instant performance
  - 250 MS per transaction
- Data storage & redundancy

Near Field Communication

Technology to ensure interoperability between different RFID manufacturers on Global scale.

Define how one can read and write to a RFID tag, and other defining criteria such as memory capacity and read range of 10 cm.

Different standards per region global ISO/IEC 14443 and country specific (JIS) X 6319-4.

RFID in the Leisure & Entertainment (1/2)

Better & secure queue management
- Fast transaction
- High throughput
- Reduce security risks

New revenue streams & increase ROI

Data collection and verification

Higher brand awareness

General & ride access

Rights management

Secure cashless payment

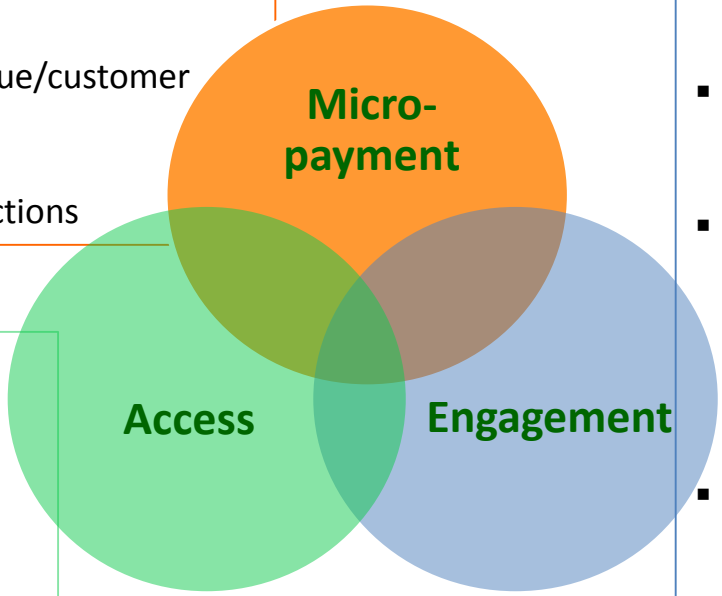
Loyalty & engagement activities

Hotel access

RFID in the Leisure & Entertainment (2/2)

- Store funds on RFID chip or link to back-end account
- Mobile top-up on the go
- Serve more people & increase revenue/customer spend
- Improve operational model & costs
- More time for visitors to enjoy attractions

- Enhanced control, speed & security
  - Access: general, ride, lockers, etc.
- Build real-time insights of visitor interests and localization to improve offered services

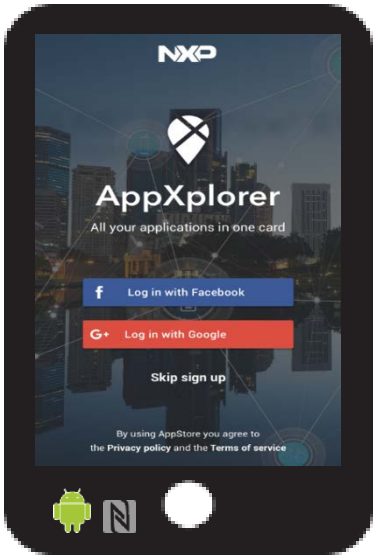


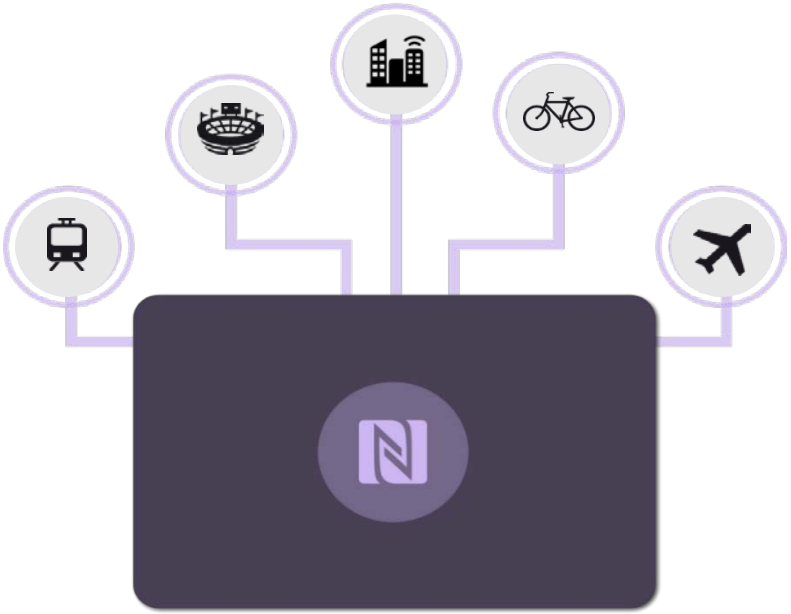
Cloud platforms & CRMs complement RFID technology

- Pre-visit warm-up campaigns with personalized message form you
  - Countdown to the visit
- Games & incentives
  - Treasure hunt
  - Rider leader board
  - Collecting points
  - Add. activities (e.g. photo booth)
- Personal messages with reach media content
  - Share your story
- Timely visit/market insights and trends

RFID in the Leisure & Entertainment

Multi-application & collaboration





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Thank you and have a great event.