

CORE

CASHLESS SYSTEMS

Cliff's Installation & Go Live 5 April, 2009

Going Cashless !

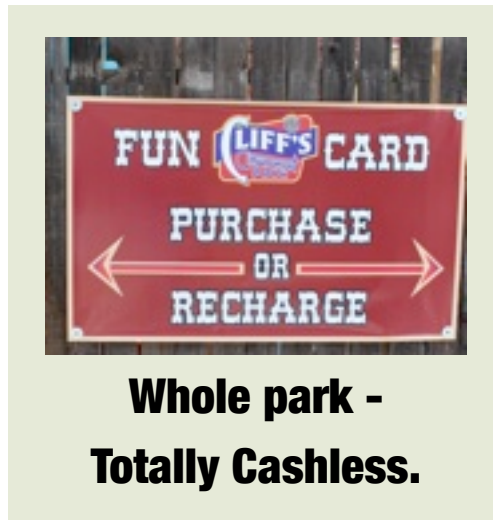
Cash is out at Cliff's Amusement Park! Since opening on the 5th of April - cash is no longer accepted inside the popular Albuquerque amusement park. Instead, guests load up "Cliff's Fun Cards" to make purchases for everything and anything inside the facility - food, games, rides, and retail.

Park owners Linda and Gary Hays converted their park to cashless operation beginning with the 2009 season. "We'd been thinking about going cashless for several years", says owner Linda Hays, "and now we are on-line, open, and were working great".

Loss Prevention and Cash Control were two of the major benefits in deciding to deploy the park wide cashless payment system. At Cliff's, cash is now only handled at ticket windows and automated kiosks, where guests purchase their Cliff's Fun Cards and load them up with "Cliff's Cash" (the park's internal e-currency). Guests can also purchase Fun Cards on-line using their credit card, with print-at-home confirmation that can be redeemed at any ticket window.

Guests can use either their Fun Card, or a debit or credit card to make additional purchases in the park. No cash is handled by food cashiers, midway game staff, ride attendants, or mobile cart vendors. When needed, guests can quickly recharge their Fun Cards at any ticket window or strategically-located self service kiosk. The kiosks accept debit cards, credit cards, and cash.

"We were surprised how quickly the guest accepted the cashless system", says Tracy Hays, Operations Manager at Cliff's. "We had a few complaints from some folks - but the reception has really been terrific. For those guests who were hesitant, we approached the



issue the same way airlines introduced ticketless travel and cashless cabins with staff instructed on how to inform the guest of the benefits of the cashless system."

Benefits to Cliff's guests abound, starting with the security of not having to carry cash around the park, or giving cash to younger family members. And, Cliff's Cash *never* expires, so guests never lose value on their Fun Card. Another benefit to guests is shorter lines and wait times at food stands, games, and any location where cash or ride tickets were formerly handled. A quick scan of the Fun Card is truly "faster than cash".

A huge benefit to the park is also a benefit to the guest: registration of Fun Cards. Each guest can choose to easily register their card, which will help protect them in the event of loss. If the guest loses their card, Guest Services can quickly identify the lost card, remotely deactivate the lost card, and automatically transfer all the value to a new card.

"We know guests will be asking us 'what if I lose my Fun Card?'" says owner Gary Hays. "The great thing about the CORE system is that we can help a guest who may have misplaced their card. We can't do that with a lost credit card, or lost cash. And, we'll have basic demographic information and spending trends on all our guests, so our Marketing team can analyze the data and use the results to make the best use of our limited marketing budget."

Another budget stretcher for Cliff's is the cashless system's ability to bonus guests for greater spend, instead of lowering prices by discounting. Bonuses in the form of electronic "entitlements" will allow Cliff's to offer guests exciting bonus deals, such as bonus play at midway games, or a free beverage item at specific stands.

The CORE system also allows for Membership, Loyalty & Rewards programs, which can be structured to foster repeat visits, increased spend, or both. "We're looking forward to offering new incentive programs to encourage and reward Cliff's customers", says Linda. "In this economy, people are looking for real value, and parks are looking for new revenue streams. These incentive programs satisfy both needs."

"2009 won't be an easy year for amusement parks", Linda concludes. "These difficult financial times require strategic moves, and we're making one. We know that going cashless will be a win-win for our business and our guests, and we can't wait for Opening Day on April 4th!"

Handheld S-3 Totally Wireless Entry and Ride payment.

The new wireless handheld S-3 (third generation Stingray) performs gating into the park as well as ride control on coasters such as the Galaxy and the Rattler.



Cliff's is the first to deploy this technology in a park wide cashless environment where all sales, entries and gating is on the network. The sturdy S-3 can take hundreds of four foot drops and can run a coaster all day with a charging between loads.

Fast Pad in the gift shop and treat stands.

Taking Credit Cards, Fun Cards and Pin Debit makes the cash control at Cliff's a breeze.

Totally cashless operation was easy to implement and manage at carts and shops with CORE's exclusive Fast Pad Point of sale equipment.



Morph Reader - Outdoors.

The Morph reader is available for outdoor if ordered with a water and fungus internal treatment. The EX-R Controller is also weather protected and installed in weather proof housings.



The operator manned station provides for operator log-in and cashless payment.



Cliff's mounted a Morph reader with a custom protective mount on the safety rail of the hammer strike attraction.

The "Please Wait" for attendant feature of the system prevents unauthorized payment (or the claim of payment) except when the attendant allows the payment.

Here at the long range basketball throw the Morph multi-price reader is mounted to the umbrella stand.



Kiddy rides and game Morph Readers are augmented with foot peddle to provide attendant control of the payment reader. Foot peddles are mounted to the base of Morph mounts.



BAM - Band and Card readers at rides.

Each attraction is equipped with a BAM or S-3 reader to read barcoded wrist bands and cards.



The BAM attraction readers are each equipped with a foot peddle to provide a method for the operator to disable payment while attending to the ride.



Wired & wireless

Much of the park is wired with ethernet network - but to reach some of the rides and attractions - a wireless network was installed covering the entire park.



Payment methods: All Cashless!

Kiosk - Take all forms of credit, debit, cash and coupons. Automatically and without attendants.



Themed into the architecture



Signage communicates the offers



Stainless Steel construction to match the elements.

Un-staffed automated Fun Card purchase and recharge kiosks are located about the park and take 1 to \$100 bills as well as credit/debit cards. All CORE kiosks are ADA and PCI compliant and are built to take the elements 24/7. We even have built in lighting so your service staff can easily refill the kiosk and remove cash under any lighting condition. The stainless steel housing and high security locks T-handle locks engage the reinforced frame at the top and bottom of each door. Each door is alarmed and all entries are logged in the CORE system. The electronic controls are fully solid state with silicon memory instead of hard drives. Digital audio, dual sided credit card reader, and the most robust 1,000 bill acceptor in the market are standard equipment. Our high capacity receipt printer accepts up to 4.5" paper rolls - reducing the need for receipt service. The card delivery system provides POSA (Point Of Sale Activation) of unvalued cards in the blink of an eye, eliminating any potential theft potential with pre-valued cards. These kiosks are equipped with an all weather scanner to recharge not only cards, but wrist bands too. Customized graphics and power-coat paint may be specified to theme the product to your site.