

What are you waiting for?

Move your guests out of the waiting line and increase your bottom line!

Queuemaster Series™ Waiting Line Management Systems

Westlake Technical Products



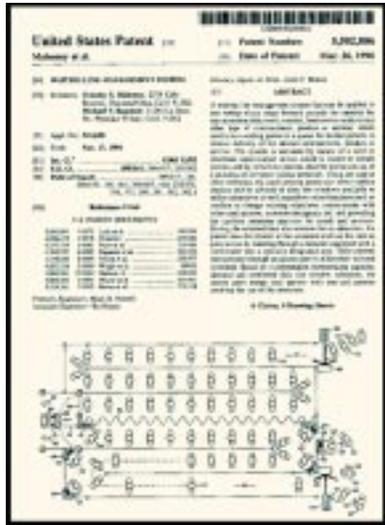
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Number One Guest Complaint!

In the theme park industry, the number one guest complaint is “having to stand in waiting lines”. Your rides and attractions bring thousands of guests into your park who spend more than fifty percent (50%) of their time in waiting lines. Now, you can improve the guests’ experience and your bottom line, both, at the same time! A concept whose time has come, together with today’s technology makes it possible for your guests to have a much more individualized experience in your park and actually give you more control of how they do it. With your continued commitment to your guest by applying these new technologies in your park, you will allow your guest to make reservations in the form of access windows, for your rides, attractions, food service, and entertainment venues. Moving them out of the waiting lines will free them to explore other spending opportunities on your property until their next reservation window. This will have a significant impact on your bottom line.

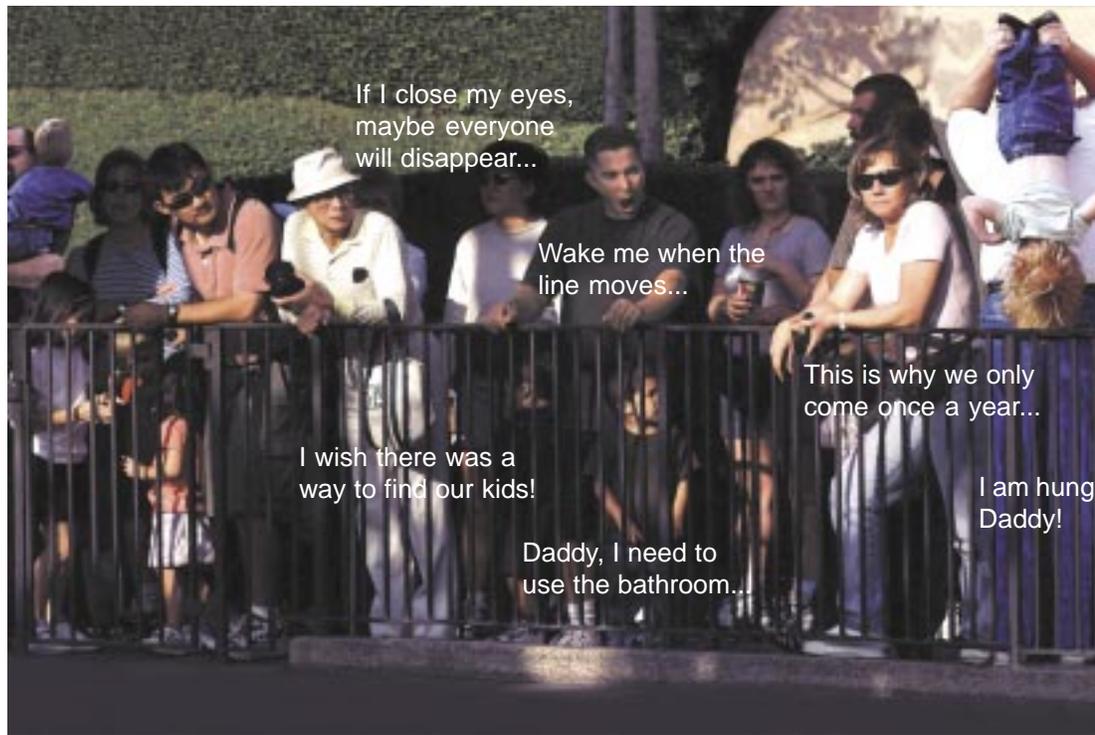
Patented Technology

All of the Waiting Line Management (WLM) systems offered by Westlake Technical Products (WTP) and many others being implemented in parks throughout the United States are covered by US Patent 05502806. A license may be available for the use of this technology in your park. WTP can assist you in implementing a system of your own or help you in choosing the right products manufactured by WTP which best fit your needs. Inquiries should be directed to our offices in Big Bear Lake, California.



A Modular Approach

You can begin as small as you like and build onto your system as you feel the need to grow. The Queuemaster Series™ is implemented as a system of stand alone modules which communicate over an intranet structure. You can custom configure each guest’s individual experience. You can control how many active reservations and services they are allowed to have at one time and also over what time period they can use selected features. You may choose to charge a small up charge for VIP status or different access levels.



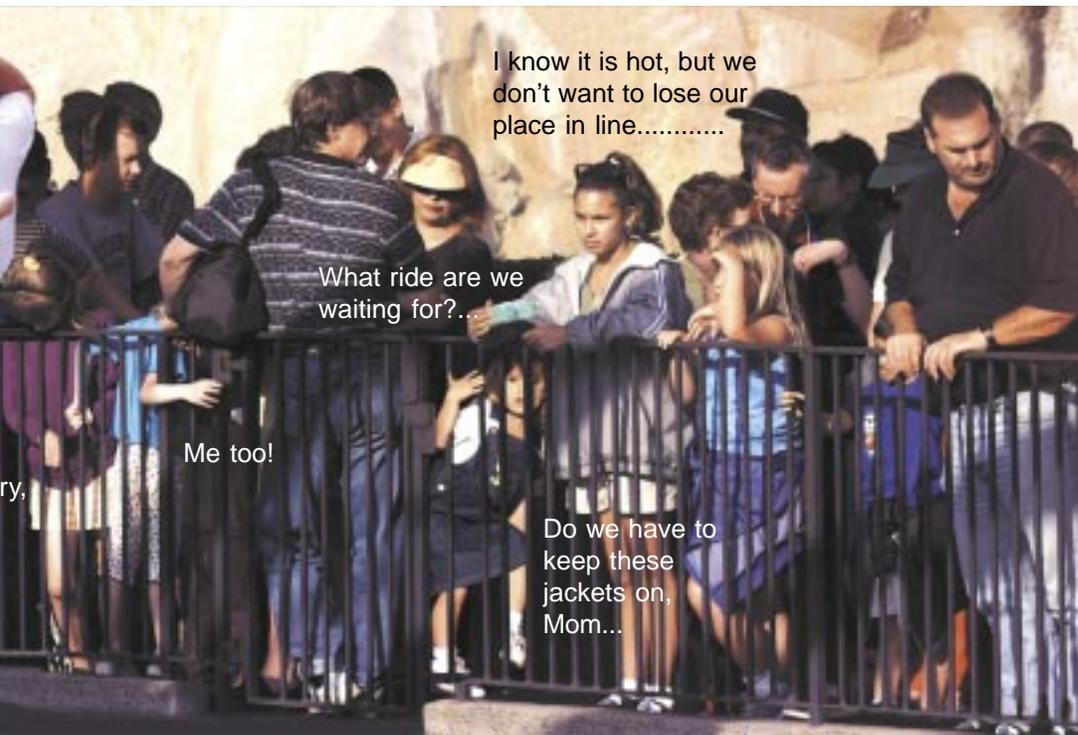
Access window reservations can be assigned or chosen from a selection of available times to enter a queue-card line. You can have complete control of what your guest sees and how they use it. Your WLM System is monitored and supported by WTP in real-time over the internet. This allows your park to make additions, changes, and updates almost as fast as you can think of them. Changes in your park such as ride availability, venue hours, descriptive text or images, current events, and special activities can all be changed in real-time by your staff or remotely by WTP. When a change is made, all queue-line terminals are automatically updated.

Queue Line Terminals

Small touch screen computer kiosks are used to allow a guest to make reservations, view their existing schedule, and communicate with their family members and friends. The park entrance ticket or yearly pass is inserted into a card reader, and the guest then selects the function they wish to perform with their finger on the kiosk’s touch screen. Queue-line terminals are typically placed in existing and non-queue-line waiting lines and around popular attractions. Family members or small groups are linked, so



only one member needs to make a reservation for the group. Official Park Time is displayed so guests will know when their access window reservation is approaching. Not printing out reservation tickets will keep the system paperless.



guest experience and leaves other areas far under populated and under utilized. For the first time, the QueueMaster Series™ makes available an intelligent system which allows park management not only to monitor, but to actively control where guests are directed within the park. Your older attractions and areas around them will come alive as guests use this new freedom to visit these familiar places and take advantage of food service and shopping venues in a far less crowded atmosphere.

Guest Acceptance

Each group of guests will have a different perception of what value such a system will provide for them. Some will take to the concept quickly and others will need more time to see its advantages. They will each

Guest Security

Each queue line terminal can be used to summon park security or medical staff immediately to the location of the terminal. The guest requesting the help is identified to park security by their guest ID and a digital photo ID if implemented.

On-line Reservations

Guests can purchase park tickets and plan their day at the park on-line using their home computer. After purchasing on-line tickets, the guest is given an on-line password which allows them to make reservations and modify their scheduled day/s in your park. This can also be done from hotel rooms or lobbies further reducing time in ticket lines at the park. When they arrive, their tickets are printed upon providing valid ID and their on-line password. A small premium could be charged for a VIP status allowing for more reservations.

Guest Communication

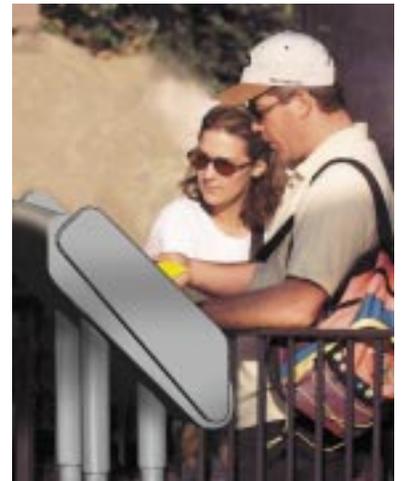
Park guests are able to communicate with others in their linked group through the queue-line terminals. Messages can be built from a selection of short segments like "Meet me - at - front gate - immediately". Families and friends can keep track of and find each other easily this way. Emergency E-mail from outside the park is also possible.

Active rather than passive control

Park management has traditionally never been able to actually control where their guests spend their time in a park. Congestion in and around new or popular attractions tend to occur which reduces the quality of the



navigate within shorter existing queue lines required to queue non-reservation guests and as they talk to others who have used the system and watch them walk onto attractions with little or no wait, they will quickly gravitate to your WLM system. It will be your challenge to integrate the system into your park well enough so that your guest senses your commitment to it. As they do, they will understand that this is something you have provided to improve their experience. With the success of the internet and the guest's use of computers to do more and more in their daily lives, the guest will quickly feel comfortable and at ease using the computer touch screen. We have found through park testing that guests will ask others for help in using the system and accept guidance from other guests even quicker than reading instructions. This really helps in implementing technology.



What will it cost?

It is likely just as important to ask, what is it costing me not to do this? Far more money has been spent trying to cleverly hide and entertain guests while they are in waiting lines than anyone could have ever imagined. The application of these new technologies will cause a cultural change in the way people experience a day in your park. The end result will cause the guest to value their ticket, and what they ultimately experienced for the cost, in a much more positive way. Let us show you how WLM could actually pay for itself.

Queuemaster Series™ Available Functions:

Ride Reservations System

Guests can make a reservation for an access window to board an attraction with little or no waiting. This can be configured as dedicated terminals for specific rides or so that any terminal can make a reservation on any ride.

Food Services Reservations

Guests can make food service or restaurant reservations. Optionally, the guest can place and pay for orders in advance using a credit or debit system. Special Food Terminals might be used for additional time required to make food item selections.

Entertainment Reservations

Guests can make reservations for entertainment events and enjoy VIP seating or priority short queue access to seating.

Guest ID Linking

Guests can have their guest ID number linked to a group which allows one of the group to make reservations for all of the linked guests. This significantly reduces the time required to make reservations at queue-line terminals. Guests who are part of a large group, such as a company, can receive group messages.

Park Security

Guests can summon park security or medical personnel from any queue-line terminal. The guest making the request is identified to park security by their park ID number and digital photo ID if implemented.

Guest Communications

Guests can send and receive messages from family members or friends who they are linked to. A menu of words and phrases is used to create a guest message on the touch screen.

Guest Digital Photo ID

A small digital photo, taken at the gate, is used to identify each guest on the queue-line terminals. This promotes quick recognition, speeds selections on touch screens, and assists security in locating guests. Marketing information can be collected from the relationship between the guest specific information and what they do while in the park. A record can be kept of every time a guest places their ID card into a queue-line terminal.

On-line Ticketing and Reservations

Guests purchase tickets and an on-line password allowing them to make reservations from home or in hotel rooms and lobbys.

Full Real-time Support

Your parks waiting line management system is supported by Westlake Technical Products through our web sites "queueline.com" and "queuemaster.net". The waiting line management and guest reservations systems in your park are constantly monitored in real-time to insure optimal performance. Each individual terminal in your park can be queried and updated remotely by WTP or your own park staff.

Queuemaster Series™ Available Products:

Queue Line Terminals

Guests in the park interact with queue-line terminals in order to make reservations using their park access ID. This is usually their entrance ticket or a yearly pass which has a bar code printed on it. The Queue-line terminals normally are located throughout the park, near venues, and in existing non-queue-line lines. By putting some of the queue-line terminals in non-queue-line lines, we tend not to create new lines for the queue terminals. An average transaction will take from 15 to 30 seconds. You can control how long each guest can occupy a terminal thru warnings. A general rule is that it will take 5-6 terminals to support a 1200-1500 guest per hour ride. This is a complicated calculation as there is a lot of overlap as terminals are used for making reservations for all venues.

Host Computer System (server)

The park host computer system serves the individual Queue Line Terminals with reservation and communication applications. Reservation availability and venue status is relayed from each venue computer to the Queue Line Terminals through web page client technology. Park management monitoring and control is done in real-time with changes being updated to the guests on the Queue Line Terminals immediately with the next guest access.

Ride Computer (server)

Each ride within the park which is to take reservations requires this ride computer with it's ride and attraction server application software. It compiles current ride information such as throughput and allocates reservation space to the host computer.

Queue Line Card Reader, Clock, & Signal Lights

When a guest arrives at a Queue-Card Line and inserts their access card, a small green lamp signals to the guest and park personal that the guest has a valid reservation. The guest is allowed to proceed to the short queue boarding area. A small red lamp signals that there is no reservation. A clock displaying the current Park Time is located at the Queue-Card Line entrance.

Restaurant Computer (server)

Each restaurant which is to take reservations requires this restaurant computer with it's restaurant server application software. It compiles current restaurant information such as throughput and allocates reservation space to the host computer.

Park Marketing and Tracking Application (server)

Park point of sale and marketing personel can use this utility to track groups of guests and look for trends during park operation.

Test Drive It Yourself

A fully functional example of a waiting line management system is on-line at "<http://www.queueline.com>" for you to test drive it yourself. Just call us and we will set you up with your own user name and password. This will allow you to make reservations in a simulated park environment and see the system operate in real-time on your own computer screen (depending on your connection speed).

