



No queues with Lo-Q

Get your guests out of the Q-line

Waiting is an unrewarding way of spending precious time, particularly on a special day out. Both you and your customers should be able to choose where waiting time is spent in your theme park or venue for maximum enjoyment of their day.

Many theme parks offer paper ticket systems to enable guests to book a time window on a specific ride. Such fast track passes to rides can reduce queue lines, although the wait in other lines may be increased to compensate.

A paper-based ticket cannot update visitors in the event of a ride needing to shutdown. You may also need to restrict tickets issued to avoid ride entrance problems; for example in the event of a ride being closed for an hour and therefore producing competition for places by guests who were scheduled in the lost time.

Put your customers in control of their day with Lo-Q

A virtual queuing system puts your customers in control of their day. Visitors can be updated in real time when their queue slot is available. They can be advised should the ride breakdown, or even updated on promotions and events running during the day.

Freed from queue lines, families and friends can spend more time together enjoying the other facilities in the park. Relaxed visitors have more time to spend in restaurants or amusement areas, which means a better guest experience and more revenue for you!

With virtual queuing you can:

- Increase guest satisfaction
- Boost ride capacity through improved queue management
- Create extra revenue opportunities through the service rental and increased in-park spend

All the queues, all the solutions

Lo-Q provides solutions for true virtual queuing. Our patented advanced software and simple to use hardware allows guests freedom to spend the waiting time in a more enjoyable manner - and preferably at a location that is of more benefit to your venue.

- Q-bots are a fun, simple to use, robust hand held reservation system for attractions with multiple queue lines.
- Q-txt is a mobile phone based reservation system for venues with a small number of queue lines.

Lo-Q plc

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Customer benefits - Wait the same time, don't stand in line

- Cuts Q-line stress**
 Only a dynamic virtual queuing system can ensure minimum disruption of your guests day when problems arise such as ride delays, breakdowns or changes in capacity, or even variations in the efficiency of the staff managing the ride.
 Freed guests enjoy the park at their leisure. They know the actual wait time for their rides and they can reserve a place for their favourite ones.
- Easy to use**
 With a Q-bot, guests use the buttons on the device to scroll through the list and to select the ride. When a ride is reserved, the ride time is displayed on the screen.
 Q-txt has a simple registration procedure to gain credits for a mobile phone that are then used to reserve a time to ride– there is no need to hire or buy any additional hardware.
- Service levels to suit**
 Our flagship product, the Q-bot, shared by up to six people allows multiple service levels. The “regular” Q-bot wait time is the same that standard guests experience, while the “gold” option allows a shorter wait time.

Park benefits - Queues disappear, profits appear

With Lo-Q's technology solutions we help you maximise the enjoyment of your visitors experience and your parks revenue. Fast and easy to implement, our solutions can help you to:

- Promote offers and services on site**
 With Q-bot, relevant targeted messaging becomes a reality. When walking by a restaurant, shop or show you can inform the guest of the latest promotions and information such as show start times and food and drink offers.
- Offer cashless payment**
 An electronic wallet is a great revenue generator for your park and is convenient for your guest. Lo-Q offer a cashless solution that can be used at all retail points, for food and merchandise.
- Create sponsorship opportunities**
 You can offer revenue earning sponsorship opportunities through the Q-bot – either with the messaging facility or with branding on the case.
- Collect customer marketing data**
 A web based application is available that analyses statistics gathered from your guests use of Q-bots to provide ride usage data, wait time information, guest movement and other spending data presented in a user friendly format.

About Lo-Q

Lo-Q plc is a UK publicly traded company with subsidiary companies in USA and Canada. Lo-Q designs, installs and operates solutions that allow customers to make ride and show reservations when they visit a theme park or other attraction.

Its flagship product, the Q-bot system is a true virtual queuing system for theme parks. The Q-bot is a proprietary hand-held unit and it is used in major theme parks around the world, including LEGOLAND® Windsor in the UK, Dreamworld in Australia, Mirabilandia in Italy and eleven Six Flags theme parks in the USA and Canada and Dollywood, near Tennessee, USA.

Q-txt is a mobile phone based reservation system for venues with a smaller number of queue lines. Q-txt is in use in a number of locations including Flamingo Land in Yorkshire, UK, Parque Isla Magica in Seville, Spain and Lake Compounce, USA.

Lo-Q has extensive patent protection and owns the intellectual property rights in the system, its software and electronic design. Its headquarters are in Henley-on-Thames in the UK and its USA offices are near Atlanta, Georgia.

For more information about Lo-Q and its products, please visit: www.lo-q.com

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