



# Lo-Q plc

## Fast Facts

- Headquartered in the UK, Lo-Q designs, installs and operates electronic virtual queuing systems which allow members of the public to make ride and show reservations when they visit a theme park or other attraction.
- The dynamic electronic virtual queuing concept arose after founding director and inventor Leonard Sim visited a Florida theme park in the 90's with his family and had to queue for almost two hours. The ride then closed due to mechanical problems which meant that the whole wait was a waste of time.
- Lo-Q's flagship product **Q-bot** is a true electronic virtual queuing system for theme parks. Based on proprietary hand-held units, the system is used in major theme parks around the world including 10 Six Flags parks, LEGOLAND® Windsor and Dollywood.
- Over 4.5 million people have now used a Lo-Q system.
- Founded in 2000, Lo-Q is listed on the London Stock Exchange AIM (Alternative Investment Market).

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## CORPORATE PROFILE

### Lo-Q - changing the future of standing in line in theme parks

Lo-Q is the world's leading supplier of electronic virtual queue line systems to theme parks and leisure venues around the world including 10 parks in the Six Flags chain, LEGOLAND® Windsor in the UK and Dollywood near the home town of Dolly Parton in Tennessee, USA. Lo-Q designs, installs and operates systems enabling customers to make ride and show reservations electronically when they are visiting a theme park or other venue.

The dynamic electronic virtual queue line concept arose because of a long wait in line by Lo-Q founder and inventor Leonard Sim and his family at a Florida theme park in the 1990's. The ride had mechanical problems and eventually closed, which meant that the almost two hour wait was a waste of time.

The first Lo-Q guest services system was developed and prototyped at Thorpe Park near London in the UK.

In August 2009, Lo-Q passed its 4 millionth user of the Lo-Q system, confirmation that Lo-Q has significantly altered the future of standing in line in today's theme parks.

### Unique, innovative virtual queue line technology

Lo-Q's patented advanced software and simple to use hardware allow visitors the freedom to spend the waiting time of standing in line in a more enjoyable manner - and preferably at a location that is of additional financial benefit to the theme park or leisure venue, such as in-park restaurants or amusements areas.

Lo-Q's flagship product, **Q-bot** is a true electronic virtual queue line system for theme parks. The company's proprietary Q-bot units are a fun, simple to use, hand held reservation system for attractions with multiple queue lines.

Q-txt is a mobile phone based reservation system for venues with a smaller number of queue lines.

### Queue lines disappear, profits appear with Lo-Q

With a Lo-Q solution, visitors arrive at a theme park with time and money to spend. An electronic virtual queuing system puts customers in control of their day, giving them more time to spend their money.

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The Q-bot display informs users in real time of their time to ride. They can be advised should the ride breakdown, or updated on promotions and events running during the day. As there is no line jumping, the Q-bot system is fair for all.

Using Q-txt, visitors can reserve a time slot in a queue line for their favourite ride using their mobile phone and be advised of ride time through text messaging.

Relaxed visitors have more time to spend in restaurants or amusement areas, which means a better experience and more revenue for the theme park or leisure venue.

### **Lo-Q solutions – enjoyed by millions of visitors since 2000**

Lo-Q plc, formerly The Tellurian Devices Company Limited, was formed in August 2000. Lo-Q plc is an AIM (Alternative Investment Market - London Stock Exchange) listed company with active subsidiary companies in USA and Canada.

Lo-Q's hardware, software and system engineers, based in Henley, UK, are highly skilled in all aspects of data communications, messaging and location based services. Its windows-based technology is continually moving forward as the company strives to drive down the cost of getting people out of queue lines.

Lo-Q is expert at low cost data radio solutions and some of its technology can be applied to many applications outside its client base.

Many of the world's major theme parks use Lo-Q including LEGOLAND® Windsor in the UK, Dreamworld in Australia, Mirabilandia in Italy, ten Six Flags theme parks in the USA and Canada and Dollywood, near Dolly Parton's home town in 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 and Parque Isla Magica in Seville, Spain.

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.

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## PRODUCT PORTFOLIO

### Total electronic virtual queue line solutions for theme parks

Many theme parks offer paper ticket systems to enable visitors to book a time window on a specific ride. However, these traditional systems have disadvantages which Lo-Q's range of electronic virtual solutions can overcome. Although paper-based fast track passes reduce ride queue lines, they cannot update visitors in the event of a ride needing to shutdown and often have restrictions on the number of tickets that can be issued to avoid ride entrance problems.

Lo-Q's electronic virtual queue line reservation and guest service systems help theme park operators to put their customers in control of their day. Users can be updated in real time when their ride time is available. They can be advised should the ride breakdown, or even updated on promotions and events running during the day.

Lo-Q's flagship product, the **Q-bot** system uses the company's proprietary Q-bot – 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 smaller number of queue lines.

#### Q-bot

Theme park visitors can rent Lo-Q's Q-bots to reserve their rides with up to 6 people sharing a Q-bot. The flexible system provides true electronic virtual queuing.

True electronic virtual queuing means that Lo-Q's computer schedules ride times or entrance times for shows in such a way that Q-bot users wait the same time as visitors not taking advantage of the system. The user benefits by no longer having to stand in line and is therefore free to enjoy other attractions, visit a retail outlet or restaurant or just relax. Because all visitors wait the same amount of time for their rides, the presence of a standard Lo-Q system does not noticeably impact the queue line dynamics.

Visitors pay charges for Q-bots to avoid the physical queue lines so while they are waiting for rides they will be enjoying the park and are more likely to be spending money in the gift shops, restaurants or on arcade games. There will be other advantages for park owners including a happier customer - which means returning customers and increasing visitor loyalty.

When users make a reservation on their Q-bot, the system registers that person or group into a virtual queue line. Users are informed via the Q-bot display with a beep and vibration when their ride is ready. In addition, the Lo-Q system can inform users of ride breakdowns and allow re-scheduling of reservations.

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## Q-txt

Visitors are able to use their mobile phone to communicate with Lo-Q's reservation computer. This system can be used for entry/admission queue lines as well as for rides.

Q-txt is versatile and adaptable for a number of queue line scenarios. However, because the visitor in the park has to pay for SMS messages, the system is only economic in the environment that has only a few queue lines. Users can book their place in line by sending a simple text. The Q-txt computer allocates a place in line for users who can do something more enjoyable with their precious time whilst they are waiting. Visitors receive a message back to their phone with details of their reservation time and a unique code, which they can use to gain entry to the attraction/ride.

Q-txt's deployment requires little capital investment from the venue, and provided there is a good signal throughout the venue it brings convenience to users of all mobile phone services.

## Both theme parks and their visitors benefit from Lo-Q's electronic virtual queue line solutions

### Key benefits for theme parks:

- Increase guest satisfaction
- Create extra revenue opportunities through the service rental
- Create increased in-park spend by freeing visitors from Q-lines
- Solution can be customised to reflect individual theme park branding or park character/mascot
- Promote offers and services on site
- Create sponsorship and advertising opportunities
- Collect customer marketing data

### Key benefits for visitors:

- Freed to spend their waiting time elsewhere
- Waiting out of the queue line is more relaxing
- Reserve a time to ride anywhere in the park with one click of a button
- Easy to use
- Service levels to suit from 'standard' to 'gold'
- Multi-lingual capabilities
- Keeps families together

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## WHAT CUSTOMERS SAY ABOUT LO-Q

### **Claudio Bertozzi, CEO of Mirabilandia, Italy**

"We are very proud to be the first park in Italy, and one of the first ones in Europe, to offer our visitors an electronic reservation service to have access to rides without having to wait in the line. We are very pleased to have signed this agreement with a great company such as Lo-Q. I'm sure that, thanks to their technology, we will give new opportunities to our visitors and it will make their visit to our park more enjoyable."

### **Vicky Brown, General Manager of Legoland, UK**

"The new system allows park visitors to avoid physically waiting in the queue for our major rides. Our park is aimed at the under 12 age group and they especially enjoy having "Q-bot" wait in the queue for them. The Q-bot is a key part of our objective to give visitors an even more enjoyable experience."

### **Noel Dempsey, CEO of Dreamworld Theme Park, Australia:**

"Thousands of visitors enjoy a day out to Dreamworld throughout the season. We are delighted to partner with Lo-Q on their true virtual queuing tool."

### **Edward Pawley, General Manager Park Operations at Drayton Manor Theme Park:**

"The advanced technology of the Q-txt system allows our park visitors to make reservations for a number of our major rides using their mobile phone from anywhere in the park. The visitors no longer need to stand in line, providing for an even more enjoyable experience. We look forward to a successful trial leading to a long-term partnership with Lo-Q."

### **Andrew Schleimer, Executive Vice President, In-Park Services of Six Flags in the USA:**

"The advanced technology in our new system allows Flash Pass users to see the wait times for their favourite attractions and make their reservation using their new Flash Pass unit from anywhere in the park. The Q-bot system continues to eliminate the need for visitors to stand in line, providing for an even further enjoyable experience. We look forward to working with Lo-Q throughout the upcoming seasons."

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## IMPLEMENTATION SERVICES

Lo-Q has created a 5-step process to implement an electronic virtual queue line system at any theme park or leisure venue. The stages are as follows:

**Stage 1** involves an initial site survey covering rides and ride entrances. Initial network plans are included and example products and product strategy are discussed. This is followed by a presentation including an example installation time line.

**Stage 2** is when a full site survey is carried out. Signage, network plans, rides and ride entrances and installation time are covered in more detail. The Revenue Calculator and branding, pricing and marketing suggestions, are covered. A full proposal outlining funding and revenue proposals is discussed, including terms and conditions. Agreement paperwork is drawn up for signing.

**Stage 3** Agreement is concluded and teams from both companies are formed. Timeframe and installation roadmaps are also agreed.

**Stage 4** is when installation of ride entrances, sales location, network, point of sale, software and hardware are carried out as per the proposed installation time line. Staff interviews and training are carried out. A marketing plan covering press coverage and preparation for launch is implemented. Marketing flyers are produced, internet data designed and released. Lo-Q sales and visitor training areas are created.

**Stage 5** The ongoing operations of the theme park or leisure venue are fully supported, revenue and guest satisfaction are enhanced and plans continue to be built with clients.

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## SENIOR MANAGEMENT

### **Jeff McManus, Chairman**

Jeff founded Parc Leasing Limited in 1973, to assist computer system manufacturers to set up and run vendor leasing programmes. This company was sold in 1988 to Kleinwort Benson and since then Jeff has been acting as a consultant in related areas. After education at Manchester and Cambridge Universities, he worked as a systems engineer with Marconi and in sales with GEIS and Honeywell Computers.

His responsibilities include the general overseeing of the running of the company and providing expert advice on equipment leasing.

### **John Lillywhite, Non-Executive Director & Deputy Chairman**

John is a Fellow of the Institute of Management Accountants and has been in the information technology industry for 40 years. In 1997 he stepped down as group finance director of ICL, after a long career with the group. He is chairman or non-executive director of a number of technology companies.

John, in addition to normal board duties, provides the company with direction in compliance and financial matters as well as chairing the audit committee and serving on the remuneration committee.

### **Anthony Bone, Non-Executive Director**

Tony spent over 30 years in the IT industry with ICL, from hardware design, software design, consultancy and then general management. In 1988 he was one of the founder directors of the OSI Group which specialised in programme and project management, IT, and change consultancy. OSI was acquired by the FI Group plc in 1999. Mr. Bone now acts as an investor in, and non-executive director of, a number of high technology companies.

Tony, in addition to normal board duties, provides advice in product strategy and development to the company as well as chairing the remuneration committee and serving on the audit committee.

### **Leonard Sim, Founding Director**

Leonard is the inventor of the system, which was conceived while he ran Tellurian (Lo-Q's predecessor), a sales agency in data communication devices and software. Previously, Mr Sim ran technical sales teams for Rockwell Semiconductor and Ferranti Semiconductor after a period as an electronics engineer at Plessey Radar. He gained an Honours Electronic Engineering degree from Heriot-Watt University, Edinburgh in 1971.

Leonard's responsibilities include business development, strategic planning, product marketing and managing the engineering team.

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### **Steve Drake, Chief Operating Officer**

Steve has been involved in the electronics industry from the outset of his career in support, purchasing and manufacturing operations. Prior to joining the company Mr. Drake was operations manager for Motorola Inc. and he was appointed to the Lo-Q board in January 2005.

Steve is responsible for park operations and product manufacturing, where he liaises with the company's manufacturing sub-contractors. His park operations duties require that he spends a substantial proportion of his time in the USA.

### **Colin Robertson, Sales Director**

Colin has been involved in the IT industry for 28 years. Prior to joining the Board of Directors in February 2008, Colin was Country Manager for Avnet Partner Solutions UK and accomplished growing the business to £86million.

Colin's responsibilities include building new contacts and relationships to ensure the successful sales development of Lo-Q.

### **Paul Cassar, Commercial Director**

Paul joined Lo-Q in 2000 and previously held the position Director of Finance for 5 years. Prior to Lo-Q, Paul was in a market research company as Financial Director and held various financial positions in Parc Leasing.

### **Rob Rodgers, Director of North American Park Operations - Lo-Q Virtual Queuing Inc.**

Rob currently manages both the technical and retail operations of Lo-Q's North American Operations. Originally from Florida, Rob came to Lo-Q after working 20 years in the media industry for AT&T Broadband (MediaOne). As Senior Project Manager of Customer Care and Technical Operations, Rob managed operational product launches and technical customer care for over 1 million customers in the National Market Group division.

### **John Alder, Finance Director**

John is a Chartered Accountant who qualified with Coopers and Lybrand (PricewaterhouseCoopers). He subsequently held Finance Director and Controller positions in quoted and private pan-European businesses. John is responsible for all aspects of the company's financial management and reporting.

### **Chris Bayne, Director of Development**

Chris has been working in software development for 20 years and has been working on Lo-Q products since the inception of virtual queuing in 1997. Prior to this, Chris worked on purchasing and CRM systems as well as working in the video games industry. Chris has a degree in Computer & Microprocessor Systems from the University of Essex.



## CONTACTS FOR FURTHER INFORMATION

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