

# Q-band

Lo-Q's virtual queuing system for water parks



## Q-band brings water park guests freedom from standing in queue lines



Innovative Q-band reserves rides for guests and creates extra revenue for parks

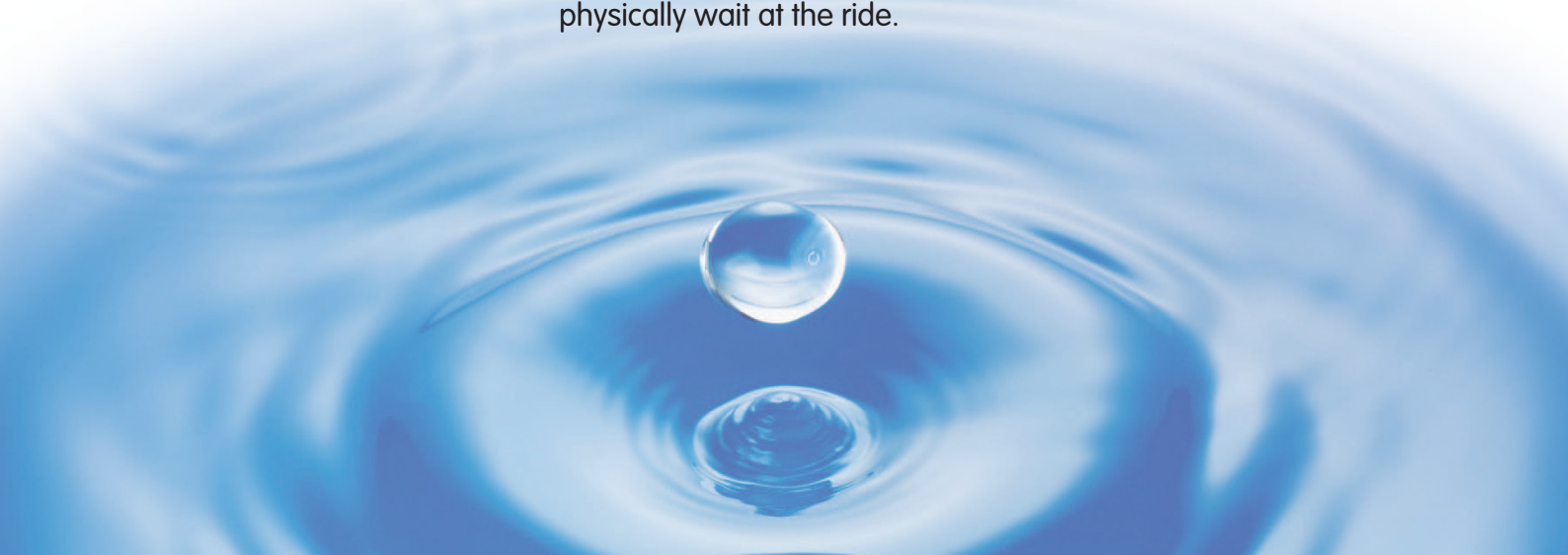
Guests expect the best experience in your water park. Friends and families want to spend time enjoying your attractions and relaxing rather than rushing around only to stand in line waiting to get on their favourite rides.

Today's busy lifestyle means guests will pay a premium to **avoid queue lines**. Instead of waiting for attractions, your guests can enjoy restaurants, shop, or just relax, giving them more from their day at your park.

Lo-Q's virtual queuing helps guests make the best use of their time. Virtual queuing enables guests to reserve a place in a ride queue so they don't have to physically wait at the ride.

After a decade of virtual queuing success in major theme parks around the world, Lo-Q has introduced **Q-band for water parks**. It removes the frustration of waiting in line and brings the additional benefits of streamlining cashless payments, locker controls and other rental systems.

Guests wear a comfortable, **simple to use**, waterproof RFID wristband which incorporates an LCD display. The Q-band allows them to **make ride reservations** by using kiosks placed at various locations in the park. The wristband clearly displays a countdown of the guests remaining wait time



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Here are the key features and benefits for guests and operators:

## Good for guests

- **No long queue lines** – Q-band guests spend their waiting time more enjoyably in the park
- **Guest choice** – guests are able to choose which ride to enjoy and make reservations
- **More time to relax with friends and family** – while waiting for a ride, guests are free to spend their time as they choose, in the pool, on a sun lounger, having lunch or eating an ice-cream
- **Simple to use** – ride reservations are easy to make at kiosks situated throughout the park. The ride's number and wait time countdown is clearly displayed on their wristband
- **Premium service levels** - guests can choose regular or premium services which fast track guests onto the most popular rides
- **No money to carry around** – the implementation of our optional cashless function will be safe and convenient - guests can see their e-cash balance on their wrist

## Good for parks

- **Create a competitive differentiator** – offering guests 'no long queue lines' boosts customer satisfaction and increases length of stay
- **Create a new revenue stream** – the Q-band enables you to create a new and multi-spend level revenue stream for your venue and a hi-tech image
- **Increased retail spend** – as guests have more free time to enjoy bars, restaurants, shops and other attractions
- **Compelling cashless purchasing** – guests wearing a Q-band will be more likely to take advantage of the convenience of cashless purchasing
- **Sponsorship and branding** – the wristband can be customised to reflect an individual park's style or display a sponsor's messages
- **Flexibility** – linking Q-band to retail programs should increase in-park spend, for example offering discounts on purchases
- **Security** – the Q-band will be able to control access to areas of the park and can be used as a locker key to store items on-site
- **Easy** – to introduce, install and operate

## Lo-Q solutions - enjoyed by millions of guests since 2001

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 in use in major theme parks around

the world, including LEGOLAND® Windsor in the UK, Pleasure Beach, Blackpool in the UK, Dreamworld in Australia, Mirabilandia in Italy and eleven Six Flags theme parks in the USA and Canada, Dollywood in Tennessee USA, Parque de Atracciones in Madrid, Heide Parque in Germany and Movie Park Germany.



Recognising the need for access control and



cashless payments, **Q-band** is a revolutionary virtual queuing system that uses an rfid waterproof wristband.

**Q-smart** extends the globally renowned virtual queuing capability, expertise and experience of Lo-Q into the mobile technology and major events markets, bringing a range of solutions unparalleled in this sector.

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

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