

# Q-bot

Lo-Q's virtual queuing system for theme parks



## A simple to use virtual queuing reservation system for theme parks



How to get guests out of queue lines and create extra revenue for theme parks

Every year **visitors expect more** from their visit to theme parks. Friends and families want to stay together and enjoy their experience, rather than stand in line waiting to ride.

Park operators want to **make sure guests maximise their trip** by spending less time in queue lines and more in restaurants, shops and at other attractions.

So how do you get guests out of line so that they can make the most of their day and **maximise your parks capacity and revenue?**

The Q-bot is a true virtual queuing system for theme parks. Guests rent our small handheld units or use their mobile phones to reserve rides. Guests are **informed when their ride is ready or of a ride breakdown**, can reschedule reservations and are advised of special marketing offers.

True virtual queuing means that our computer schedules ride times or shows in such a way that the guest using the Q-bot waits the same time as other guests.

There will be other advantages for park owners including a **happier customer** - more returning customers increasing guest loyalty and **greater revenue**.



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

## Good for guests

- **Wait the same time, don't stand in line** - true virtual queuing is fair to all - regular Q-bot users wait the same time as regular visitors. Q-bot provides a way to be in a queue for rides and shows, without physically being in the queue line
- **Reserve a ride from anywhere in the park** - visitors can rent a Q-bot for up to six people. The Q-bot displays a list of the available rides and their wait times so reserving a ride is simple from anywhere in the park
- **More time to relax with friends and family** - while waiting for a ride, guests are free to spend their time as they choose, in restaurants and shops
- **Simple to use** - with a click of a button, the Q-bot system allocates a place in the chosen ride queue line. The Q-bot beeps and vibrates to let them know they can proceed to the dedicated ride entrance. The Q-bot can also interact with a touch screen kiosk to make priority seat reservations for shows
- **Updates on cancellations and ride downtimes** - the Q-bot can also let your visitor know if rides are temporarily out of use or if they wish to cancel a reservation
- **Special 'gold card' options** - can be sold to fast-track guests onto the most popular rides

## Good for parks

- **Increase your customer satisfaction** - ensure your visitors have a more enjoyable experience and spend more time in the shops and restaurants than in queues
- **Create a new revenue stream** - the Q-bot enables you to create a new revenue stream for your venue and a hi-tech image
- **World wide product** - the Q-bot has built in multilingual intelligence and the system has been approved for use in most major countries
- **Keep your customers up to date with events and offers** - send park information messages, advertising and discount offers or under subscribed show reminders on the Q-bot. You can also gather real-time statistical information about your guests movements to help you plan new events and promotions
- **Customise your Q-bot to reflect your park's theme** - Q-bot can easily be customised to reflect your theme, branding or park character/mascot
- **Easy and fast to implement** - the whole system is designed for fast installation and minimal training. Existing exits or disabled entrances can be used to access the ride. Visitors can also pre-book Q-bot through your website or in your hotels
- **Premium services** - provide a fair for all service or tailor to provide multiple levels of privilege for visitors who are willing to pay more

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## 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.

**SmartQ** 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.

[www.lo-q.com](http://www.lo-q.com)