

Q-txt

Lo-Q's mobile phone reservation system



A mobile phone reservation system for venues and attractions



How to get guests out of queue lines and create extra revenues for park operators

Every year **visitors expect more** from their visit to venues and attractions. Friends and families want to stay together and enjoy their experience, rather than rush from one attraction to another or spend countless hours in a long queue line.

Owners and operators want to **make sure guests maximise their trip** by spending time more enjoyably in restaurants, shops or just relaxing rather than standing in queue lines waiting for their turn.

So how do you get guests out of line so that they can make the most of their day?

Q-txt is a versatile solution that is ideal for venues and attractions who wish to offer reservations to a small number of rides and to a limited number of guests.

Users purchase credits that are used to **reserve a time to ride**. Guests then book their place in line **by sending a simple text**.

The Q-txt computer allocates a place in line and the user then receives a message back to their mobile phone with details of their reservation time and a unique code which is used to gain entry or verify their booking.



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

Good for guests

- **Reserve a time to ride from anywhere** - Bookings can be made without physically being at the queue line entrance, so reserving is simple from anywhere
- **More time to relax with friends and family** - while waiting, guests are free to spend their time as they choose, in restaurants and shops
- **Simple to use** - a guest requests a ride reservation by sending a simple text. Q-txt responds with a time to ride
- **Updates on cancellations and ride downtimes** - Q-txt can text to let your visitor know if rides are temporarily out of use or if their reservation has changed
- **Pay direct from the mobile phone** - allows guests to pay for their queue line reservation and their attraction entry direct from their mobile phone

Good for parks

- **Increase guest satisfaction** - using Q-txt ensures your visitors have a more enjoyable experience and spend more time in the shops and restaurants than in queues
- **Create a new revenue stream** - Q-txt enables you to create a new revenue stream for your venue, with a minimal fixed investment
- **Easy to deploy and even easier to use** - Q-txt is easy to install - all you require is a good mobile phone signal throughout your venue
- **Collect customer data** - you can collect your guests mobile phone numbers, which (with their consent) you can use to send them messages about future events or special promotions
- **Multi-lingual capability** - Q-txt can easily be used in attractions or venues across Europe
- **Mobile Payments** - An optional mobile based purchasing facility makes it easier for your guests to spend

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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