



Event
Solutions

SKIDATA[®]
KUDELSKI GROUP



Perfect guest management begins at your customer's home

Perfect guest management plays an important role not only in your leisure facility. It does not start at the cash desk or access checks on site, but at your customer's home – for example, with the purchase of online tickets or the reservation of a parking space. And it does not end with the final whistle or the end of the event, because bonus points, interesting and useful information about the day in your adventure world and numerous other advantages ensure that the perfect experience continues to provide value. For your guests, but also for you: All relevant facts and figures are available at a glance ensuring professional post-processing of information, facilitating cutting-edge marketing activities and enabling long-term contact with your customers directly in the home.

With SKIDATA you have the right partner by your side to benefit from a system far beyond the traditional concept of guest management. The SKIDATA solution offers a 360° perspective that takes both you and your guests' needs into account. Create comprehensive customer experiences with the SKIDATA Customer Journey.



Your guests in the spotlight:

The SKIDATA Customer Journey

Your guests want more and more. More comfort, more adventure, more pleasant surprises. SKIDATA sees guests in a holistic context. From this perspective, the entrance itself is only a part of the overall impression. Details such as advertising, booking, the arrival and information about best prices are all integral parts of an enjoyable stay. Get to know your guest to identify them by name and the most important customer information. Our Customer Journey will help you reach this goal.



Benefits and bonus points

Motivate your customers with recognition for specific activities or the use of particular services. Award bonus points for things like early reservations, visiting your website or for repeat visits. Those points can be exchanged later for unique experiences and services that cannot be bought with money.



Relaxed departure

When your guests return home, they take memories and impressions with them. Encourage the positive memories with an overview of the vacation activities they experienced. Professional parking management help makes for a more relaxed departure, rounding out the positive memories.



Fair pay-per-use

Give your guest the feeling of a truly mutual partnership. For example, with pay-per-use services lets your guests only pay for services they actually use. Through a subscription service you make payment processing easy and can increase regular visits from your guests.



Stay in contact online

If your online presence provides interesting information and benefits, customers are happy to log in regularly. Use apps to stay in touch with your guests before, during, and after their stay, and also use these apps to offer exciting surprises they can share with family and friends.



Enjoy the rewards

Pamper and reward loyal guests with gifts and incentives. Exchange bonus points for attractive services that cannot be bought with money. The possibilities are limitless - such as a VIP entrance or access to a VIP lounge, special attractions, or VIP parking.

The flexibility of the SKIDATA complete solution makes it easy for you to increase guest satisfaction. Find out more about the building blocks of the solution on the following pages.

The flexible SKIDATA total solution makes it easy to increase the satisfaction of your guests. Learn more about the components of the solution on the following pages.



Customized advertising
From start to finish, draw attention to yourself. Give your potential regular guests a good reason to come back to you again and again. Stay in touch with your regular customers and use information gained through targeted offers and marketing activities.

Register users
Encourage your guests to register online or on site with their name and address. Everybody will benefit: guests enjoy exclusive information, special advantages, and earn bonus points. You receive valid customer data and the valuable opportunity to stay in contact with your guests.

Offer additional services
Win over your future or already loyal customers with truly valuable information. Early, proactive contact, helpful hints and personalized advertising of additional offerings and highlights increase guest satisfaction. This makes sure that your guests include your offers in their planning, and lets you suggest targeted additional services.

Simple booking
Make it possible for visitors to reserve desired services right on your website: whether it be a parking space, tickets, special services or individual extras. Your guests will be happy with attractive offers and exclusive treatment. And you can optimize planning, allowing you to actively drive your market and earn revenue more quickly.

Perfect start
Score points with variety and service upon arrival: Reduce travel anxiety with reserved parking and shuttles for rail travelers included in the ticket price. Give your guests the good feeling that their experience starts right from the moment they arrive.

Comfortable check in
Make check in easy with a perfect start in the adventure. The ideal solution: one ticket for all services - right on their mobile phone. This lets customers avoid repeating registrations, shortens waiting times, and you get better information about what your guests really want.

Receive coupons
Involve guests from the beginning: discounts and special offers through coupons are an attractive way to promote the involvement of your guests.

Unforgettable experience
Your customers should enjoy their stay and keep it as a positive memory for a long time. The ideal access control should be effective and at the same time, hardly noticeable to your guests. The collected data should provide you with valuable information about use of your offers - information used to optimize your services.



Your business, our complete solution

Whether it be a stadium, amusement park, pool, festival and live entertainment or trade fair – SKIDATA makes it possible for you to seamlessly support and impress your guests along the entire Customer Journey by offering you a complete solution:

- Revenue-increasing marketing and sales channels
- Comfortable and reliable access systems
- Perfect integration of additional systems
- Optimized business processes
- Professional data and report management

With SKIDATA you always remain flexible. Together we customize the solution to meet your individual needs and enhance it with the third-party products that you select. This allows you to benefit from a well-conceived, total solution from a single source and with a single point of contact.

A total solution with continuous innovation

With the SKIDATA complete solution you enter into a long-term innovation partnership. For 40 Years, SKIDATA has been revolutionizing the market standards for guest management systems and services - from the first cash register and the first turnstile to the introduction of contactless access control using RFID technology and the possibility to form ski pools thanks to flawless billing and allocation.

After introducing innovations into the field of vehicle access management, SKIDATA expanded in 1991 into the trade fair sector, and later also into the areas of stadiums and amusement parks. Developed in 1999,

SKIDATA's Handshake.Logic was the first system to accept different ticket systems simultaneously. Since then, many other innovations have followed: the mobile cash desk, e-ticketing, Print@Home and targeted protection measures for web-based services (cyber protection) are just a few examples. Both for today and the future, SKIDATA is developing new solutions and innovations over the entire lifecycle of your facility and your success.

You can look forward to innovations and customized solutions for a wide range of end-customer demands as well as a perfect 360° view for you and your needs.



Market & Sell

Increase sales through a variety of marketing and sales channels.

Wide variety of sales channels – Your guests buy their tickets when the time is right for them – through various channels and numerous options, tailored to your business model and your type of event: either, at the SKIDATA cash desk on site with personalized service onsite, or at one of the now 160 worldwide connected partner-ticketing systems.

In advance options include: flexible vending machines, the portable Touch.Cash cash desks as well as over 2,500 B2B advance sales cash desks (OPOS.Cash) enable direct ticket sales in the hotel, at the gas station or at any other location. For those who would rather go straight to the gate, ticket purchases are also available through web platforms and mobile devices.

Whether from home or on the road, guests have numerous opportunities to get their tickets: SKIDATA has already connected more than 3,800 online distribution channels which generate over 540 million dollars in sales revenue per year. A wide variety of installation possibilities provide maximum flexibility - from online solutions using SaaS offerings to local standalone solutions without the need for network connectivity.

The right data carrier – Whether for single or multiple access, time ticket, flexi-pass or season ticket, retail sale or packages including additional services such as parking and guest tickets for travel companies - you offer your customers exactly what they need. Expand your offerings with association 'pool' tickets - for all services from the event to the parking space, up to the food and beverage - or send interactive e-tickets over the sweb.Wallet service. This means more comfort and shorter waiting times for your guests and a smaller administrative burden on you as the operator. In addition, you generate information for targeted marketing and sales campaigns. Multifunction cards combine the RFID standards ISO 14443 and 15693 on a single card, and allow the seamless transition between non-cash transactions, public transportation and access.

Improved customer loyalty – Intensify the relationship with your guests with Loyalty.Logic. With the innovative platform, develop and operate your own guest management program. Collect data and get to know your customers better, and use this information for targeted marketing.

SKIDATA MARKET & SELL offers you:

- High-performance POS systems and user-friendly vending machines
- Ticket and services sales through modern distribution channels – online and mobile - as well as customer-friendly B2B sales solutions
- The right data carriers for different access authorizations
- Targeted customer retention through customized loyalty solutions
- Valuable customer data for personalized marketing and sales campaigns



sweb.Wallet

Electronic tickets

sweb.Wallet service generates and sends e-tickets (event tickets, weekly and long-term parking tickets, validations, etc.) for a variety of wallets, smartphone platforms and ticket technologies, such as 2D-Barcode, Print@Home and NFC (HCE). These e-tickets are interactive and can be enhanced with internet links or additional information about your event. Tickets already sent can be updated at any time.

Opos.Cash

External ticket sales

Sell your tickets directly to the customer in hotels, shops, or tourist offices through the external SKIDATA cash desk, Opos.Cash.

Touch.Cash 'Handshake'



Employee occupied cash desk
 Provide personal consultation at the cashier-occupied Touch.Cash 'Handshake' cash desk and an intuitive sales process for your cashiers with touch screen technology. In addition to the screen and keyboard, there is a wide variety of coders, camera systems, customer display, receipt printer, as well as other peripheral equipment available. With its numerous payment methods and online features, the Touch.Cash can be used as a main POS in the venue, as well as a mobile tablet for presales at shopping centers, trade fairs or road shows.



Illustrated products:
 Availability varies by country

Ticket Coder Unlimited 'Desk 1S/ Desk 3S'

Coding devices
 Do you appreciate the advantages of multifunctional coding devices? SKIDATA has the right coding device for each of your specific applications.



Accreditation.Logic

Accreditation
 If you want your event to be memorable, everything has to be perfect – including personalized invitations and welcome, easy and secure access, proactive communication and interaction between guest and host. We provide those systems that will help you focus on making your event a success, keep guests happy and increase efficiency for your team.



Guest and membership management as driver for success

Intensify the relationship between you and your customers with Loyalty.Logic: the platform enables you to develop and operate your own customer program to integrate customers, gather data and get to know your customers better – and then to use this information for targeted marketing purposes.

How loyalty works

Fans log on to the platform and collect points for each interaction with your business - online or on site: for example, by buying their ticket through the club or amusement park website, the purchase of merchandise articles, 'Liking' on Facebook or for an earlier arrival at the stadium. Collected loyalty points can be exchanged for products and services that you define in advance.

In this way, fans can enjoy special offers and experiences from your club or amusement park - such as receiving merchandising items or products, attending a 'Meet & Greet' with the team, seeing a game in box seats, or getting a special guided tour of the park. Loyalty.Logic can be seamlessly integrated into your existing design.

Advantages for you

Not just your guests benefit from Loyalty.Logic - as an operator, the platform offers many advantages. Use it as an excellent marketing tool for:

- 
Loyal Fans
 By giving visitors the chance to be even closer to the action, the program strengthens the bond with your guests, helping you to continually gain loyal fans.
- 
Data collection
 With the loyalty program, you get to know your guests and generate important data that you can use for customized marketing activities - from special e-mail promotions to personalized letters - including a voucher for a fan's birthday.
- 
Influence behavior
 The rewarding with loyalty points can influence the behavior of guests, for example, to encourage early arrival so that fans have more time for merchandise purchases, enjoying food and drink, or other activities.
- 
More online activities
 With the help of the SKIDATA Loyalty Program, you can also increase the number of visitors to the park or the team website, as well as the number of social media contacts.
- 
Increase sales
 Use creative promotions to attract guests to shops outside of the stadium or amusement park also, in order to generate more sales.

Loyalty.Logic

Loyalty.Logic is already in use by more than 25 of the biggest sports clubs in the USA – three examples:

Miami Dolphins (National Football League)



- Cardholders spend about \$ 3 more for food and drinks
- 59% of cardholders arrive at least 30 minutes before kick-off when offered a benefit from a points incentive program
- 39% of cardholders buy something at snack and drink stands
- 50% more spending in the first 60 minutes after opening of the stadium gates

Seattle Sounders FC (Major League Soccer)



- Three times a year the otherwise blocked seats are opened and the entire stadium with 67,000 seats is sold out
- Increase in early arrivals at the stadium in 2012-13 by 12%
- On average, over 50% of fans show their fan loyalty card on game day, and more than 30% take advantage of pre-stored funds (stored value)



Detroit Pistons (National Basketball Association)



- 67% of season ticket holders used their points during the 2014-15 season
- 74% of users are registered on and actively use the portal
- Renewal of season tickets have increased from 70% to 87% since the loyalty program was launched



Access

Investment security thanks to comfortable and reliable access systems.

Excellent access readers – Every day, 15 million people come in contact with SKIDATA products worldwide. SKIDATA access solutions stand out by providing the highest comfort together with perfect person separation and targeted fraud prevention. Only one person at a time receives entry through the turnstiles, where the ticket is checked for validity and correctness - so fast that the visitor doesn't even notice. The world record in 2015 demonstrated this speed: over 2,000 people passed through the SKIDATA people access control in just one hour! With the Print@Gate printer you can also print personalized ads, coupons or useful information - such as directions to the seat - directly at the turnstile.

For each application, we offer the right access solution: from the mobile Handheld.Gate to the fast and flexible Flex.Gate, to the portal turnstile Arena.Gate. Also unique is the combination of the access readers with the SKIDATA parking system, allowing you to keep your guest's individual parking space available and protect against the unauthorized parking of other vehicles. Regardless of which access solution you choose, the high quality and durability in all weather conditions ensure that you benefit from an unmatched product lifespan. If desired, SKIDATA turnstiles can also be equipped with a patented Anti-Panic mechanism.

A wide range of ticket types – Reliability and comfort are decisive features for all ticket types. You have the choice between RFID cards, tickets and wearables like keywatch™, 1D/2D barcode, Print@Home or mobile ticketing. All SKIDATA data carriers are characterized by the highest security with regard to encryption and data and also offer the best performance.

Targeted fraud recognition – Avoid unauthorized access through targeted fraud detection and thereby increase your turnover - thanks to both the high data carrier security as well as special functionality such as photo and size comparison. Furthermore, benefit from the additional expertise of the SKIDATA parent, Kudelski - a Swiss company specializing in digital security systems.

SKIDATA ACCESS offers you:

- Maximum comfort for guests with perfect person separation and targeted fraud prevention
- Highest performance reduces waiting times for guests
- Durable access readers, sophisticated ticketing and counterfeit-safe data carriers
- Large choice of access readers, ticket types and carrier media

Accreditation.Logic

Accreditation

The customizable, cloud based accreditation solution for event organizers. Allow guests to sign themselves up on an online portal and have them proceed directly through the seamless integrated access system. Gain efficiencies by the simple importation of available customer data and the ability to inform guests during the event by sms or email about new information.



Print@Home



swab.Wallet

Electronic tickets

Receive tickets in advance and go directly through the access control. With swab.Wallet guests can save their tickets directly on their mobile phone, or with Print@Home they can easily print them out themselves.



Access readers for every situation

The SKIDATA access readers offer best comfort and the highest security against ticket fraud, in part through the use of photo detection directly on the reader. They impress with speed, robustness and durability as well as with various turnstile options and the ability to read from a number of different access media.

Flex.Gate 'Refit' Events

Flex.Gate 'Refit' Events

With the Flex.Gate 'Refit' Events you are ready for all ticket generations including 1D/2D bar code, RFID, wristband and NFC. In addition, you can precisely adjust it to your needs - display, barcode support, traffic lights, two-direction operation and a camera for fraud protection.



Compact.Gate

Flex.Gate 'Refit' Events

Vario.Gate

Anti-Panic mechanism

Anti-Panic mechanism

Make your entry also an emergency exit. With this centrally controlled mechanism you can release the bars of the turnstiles in an emergency to allow guests to quickly exit from the event.



Flex.Gate

Flex.Gate

The Flex.Gate access reader offers a customized configuration to meet your specific requirements and can be easily retrofitted at any time. In addition, the Flex.Gate scores with the ability to process a wide variety of access mediums and its simple maintenance. The new design impresses with a strong innovative appearance and provides an even more ergonomic operation.



The Flex.Gate is available with the following options:



1 arm

2 arm

3 arm

Arena.Gate

Full-height separation

Even greater security is provided by the Arena.Gate full-height separation system.



Print@Gate

Ticket printing at the gate

The Print@Gate printer lets you keep your guests up to date with the latest information, special promotions or marketing campaigns right when they enter the gate - or you can re-assign places made available by visitors who have left early.



Handheld.Gate 'Keymobile'

Mobile control

Keep full control of your visitor flows from any location with mobile ticket checking using the Handheld.Gate 'Keymobile'.



Keydetector.Gate

Keydetector

As an access control for all types of users, combine access for contract and short-term users with contactless 13 MHz RFID reader featuring code entry. Ideal for cordoning off sections or allowing access to time-restricted areas, with its easy installation and reader device which is flexible enough to offer local access solutions. It fits onto existing socket mounts straight onto the wall or sits nearly on your desk. Or, place it as second control unit in a separate location to ensure doors stay closed in case of tampering.

Link to your application and set-up different operation modes:

- access with RFID-card and/or pin-only
- always open/locked mode (day & night)
- remote access via Ethernet connection

MobileReader.Gate

Mobile verification

The MobileReader.Gate is designed for the mobile checking of RFID tickets at the gate. Whether on-site on the train or shuttle bus, easily and reliably verify guests have a valid ticket. The Handheld.Gate 'Keymobile' in combination with MobileReader.Gate generates the same transaction data as a full-fledged reader and can also be used to reduce the number of points remaining on a ticket. Optionally, the MobileReader.Gate can function only as a reading device for visually confirming the authorization. All functions are also available offline.



Photo Compare

Photo comparison to prevent fraud

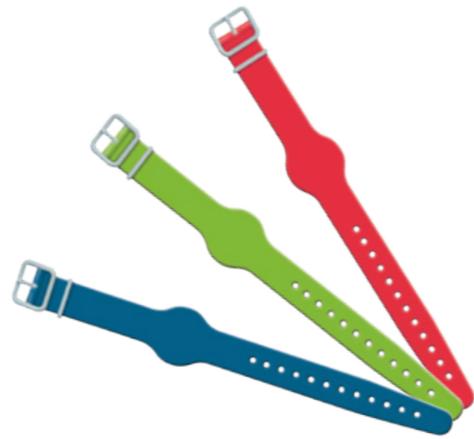
Targeted and reliable prevention of ticket fraud - document and compare each access and decide individually about possible consequences.



keywrist 'basic'

Rewritable RFID chip cards and wristbands

With the RFID chip cards and wristbands, your guests always have their tickets safe at hand. Ideal for pools, spas and amusement parks, they are reusable and can endure extreme conditions thanks to their extreme durability.



keywrist 'advanced textile'

keycard



keywrist 'light'



Single-use RFID chip cards and wristbands

The disposable RFID chip cards and wristbands offer maximum comfort. Thanks to the plastic coating, they are highly resistant and can therefore be used at wide variety of places.

keytix 'light'



Barcode ticket TL 360

Association tickets

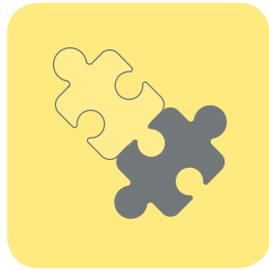
Association tickets

As rewritable, multifunction data carriers, SKIDATA keycards are the optimal medium for 'pool' tickets.

Barcode

Thanks to its integrated infrared layer, the affordable barcode ticket offers protection against forgery and does not require any consumables for printing. This makes it the ideal solution for single-use and short-term tickets. All paper tickets use environment-friendly production methods and are certified with the FSC seal of sustainability.





Integrate

High flexibility thanks to the perfect integration of third-party systems.

With the open SKIDATA system and its flexible interfaces, easily and securely integrate third-party systems. Take advantage of the many benefits of the complete SKIDATA solutions to remain flexible, and have the comfort of knowing that as systems integrator, SKIDATA can provide your complete solution from a single source.

Benefit from the entire range of SKIDATA expertise also in other business segments by integrating your parking system, for example. Or choose from the many integrated partner solutions and their certified third-party products: external web shop and advance sales solutions, guest card systems, ERP & CRM, payment options, gamification and loyalty. In addition, a wide range of 160 different partner ticketing systems can be used simultaneously with the SKIDATA Event solution. A project-dedicated and experienced SKIDATA team is responsible for the perfect integration.

SKIDATA INTEGRATE offers you:

- Flexibility through the selection available from a large network of SKIDATA pre-screened partner companies and their solutions
- Additional payment options and expanded sales channels, such as web shops, ticketing partners, and more
- Simultaneous use of a wide range of various ticketing systems
- Customer-oriented marketing activities, such as gamification and loyalty programs

Parking

Vehicle access management

Make your car park a part of the perfect customer experience: The customer buys an entrance ticket or season card on the internet for a football stadium which has parking options nearby. Offer the opportunity to buy a combined ticket for football and parking. The people access system provides the customer with a card for both the entrance to the stadium as well as the entrance to the car park. Thanks to the perfect integration of both solutions, your parking system easily reads the ticket and the guest enjoys hassle-free access with just one card.



Lite.Gate

Light version of vehicle access management

You can now control the parking gates with Handshake.Logic via Lite.Gate.



External tickets

SKIDATA has integrated more than 160 international ticketing partners.

Tickets

'People Counter'

The 'People Counter' reliably counts the number of your visitors without interrupting the flow of movement caused by a physical barrier. The People Counter consists of a stereo camera system which enables a high-precision analysis of the movement of people in specific areas, such as entrances, exits and transit areas.

Payment machines

Payment and return machines

Continue to use your existing payment and vending machines - issued tickets will be easily read by the SKIDATA access readers. Transponder wristbands and plastic cards can be given back at the return machines.

Billing & Payment

Billing and payment solutions

Choose from a variety of payment and billing options: pay-per-use, coupon and voucher solutions, payment terminals, etc.





Optimize

Efficiency increase through targeted optimization of operational processes.

Perfect planning, control and monitoring – Raise your efficiency and reduce costs significantly with the SKIDATA solution. Make sure that you and your employees can dedicate your precious time to your customers.

With the help of various configuration tools, the access system can be customized to your specific needs, quickly and easily. In addition, there are a variety of services to assist in optimizing your processes: using the mobile web application 'Ticket Tracking' you have insight into all of the details concerning guest's tickets and can use this for more safety and improved service. The reader display can be used for your own information, or to provide your guests with extra and useful information and additional offers. The 'Pre-Event Check' diagnostic program lets you simulate visitor scenarios in order to plan the perfect event, and the 'Offline Extension' ensures the full availability of your system - even during network failures.

Best Service – Optimal maintenance plans and professional customer training are also available to ensure trouble-free operation of your system. Field-experienced SKIDATA professionals with industry know-how guarantee knowledge transfer, so that you can get the most out of your solution. And if you ever need assistance, SKIDATA service teams are always there for you - worldwide and directly at your site.

SKIDATA OPTIMIZE offers you:

- Current, mobile information about utilization, visitor flows and ticket details
- Seamless planning of events and highest system availability
- Trouble-free operation of your system through optimal maintenance schedules and maximum availability of local service teams
- Field-experienced SKIDATA professionals with industry know-how guarantee knowledge transfer through professional customer training



'Ticket Tracking'

Ticket information at a glance

Due to the flexible operation of the 'Ticket Tracking' web application, see all ticket information at a glance - letting you offer better service to your customers and making it possible to detect ticket fraud immediately.



Display

Offline system availability

Benefit with the 'Offline Extension' from the highest possible system availability and trouble-free access even in the event of a server or network failure.

'Offline Extension'

Information display

Use the display on the access readers to prevent ticket fraud by showing the reference photo, or use it to display information for your guests.

'Pre-Event Check'

Event simulation program

Take advantage of the SKIDATA simulation program 'Pre-Event Check' to try out various visitor scenarios: this lets you test ticket types with your readers in advance. Configuration errors or malfunctions in the system are detected early and can be eliminated without stress.

Configuration tools

Configuration tools such as 'Handshake Explorer' allow you to manage your system in full autonomy and to customize it to suit your needs.

Configuration



SKIDATA.Care Pack

Expert Services

SKIDATA Expert Services include all the services offered by SKIDATA for a fully optimized operation, since uninterrupted operation of your SKIDATA systems is essential for business success. With the modular SKIDATA.Care Pack you get the best service to suit your needs. Select the appropriate options and pay only for the service that you require.

Troubleshooting.Care		Upgrade.Care		Protect.Care	Spare Parts.Care	
Prioritization.Care	Connect.Care	Maintenance.Care	Protect.Care			Spare Parts.Care
Hotline.Care						
Reactive	Preventive			Components		

Protect.Care

Antivirus Service

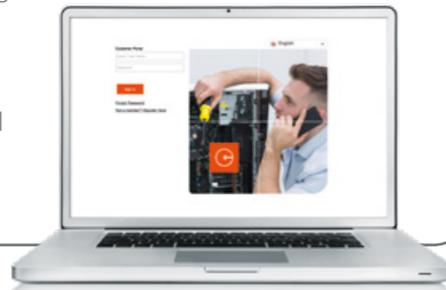
As part of the SKIDATA.Care Pack, the “Managed Antivirus Service” (Protect.Care) offers you the best virus protection for your facility. In cooperation with the world’s leading antivirus experts, SKIDATA ensures the best possible protection and trouble-free operation of your system.



Customer trainings

Customer trainings

SKIDATA customer trainings guarantee the continuous development of your employees, so that they are able to secure the high results. The trainings help you to optimize the efficiency, productivity and cost effectiveness of your employees. SKIDATA offers Basic Trainings and Advanced Trainings to meet the needs of various target groups.



SKIDATA Customer Portal

SKIDATA Customer Portal

The web-based SKIDATA Customer Portal enables you to monitor and actively manage service-relevant information about your system, such as devices, service contracts and error messages in real-time. The reliable connectivity of our systems makes it possible for us to proactively deal with potential problems at any time. You always have a full overview.

Your pain reliever at a glance –
SKIDATA.Care Pack

Maintenance.Care

Be prepared with targeted maintenance provided by **Maintenance.Care**. The experience of SKIDATA experts and precise maintenance procedures guarantee optimum cost and benefit to you by providing hardware and software maintenance including regular consultations at a plannable fee.

Hotline.Care

Hotline.Care – We are within reach whenever you need us! Want guaranteed availability of the SKIDATA support team? Just say when. Depending on local service organizations you choose the timeframe, even outside of normal office hours, and we will make ourselves available to best serve your needs.

Prioritization.Care

Need higher priority for your support cases? Then **Prioritization.Care** is exactly what you are looking for. If proper operation of your system is mission critical for your business and interruptions should be resolved as quickly as possible, SKIDATA provides a guaranteed handling of the reported incident within a specified time.

Troubleshooting.Care

To avoid unexpected costs and better operational planning **Troubleshooting.Care** takes precautions with a predefined support contingent by covering the expenses incurred for troubleshooting measures and service calls in advance. Your support costs are already included in the contract.

Event Support.Care

Last but not least we offer professional remote and on-site support for your events by SKIDATA experts. With **Event Support.Care** a dedicated technician is reserved for you for a defined number of events. The module optionally includes predefined checks and recommendations to optimize the operation of your system before the event, as well as remote and on-site support for the fastest possible reaction time.

Spare Parts.Care

Availability of spare parts is essential for the smooth operation of your facility. With **Spare Parts.Care** we have the right spare parts solution for you! With this flexible module, you are free to determine how quickly you want to receive spare parts and when they are required. Even wear parts can be optionally included in the annual flat fee.

Upgrade.Care

Regular Software upgrades to keep your system up to date with the latest technology. **Upgrade.Care** is an Expert Service module that adds up to maintenance of the software within the same software release. SKIDATA offers the option to receive the latest software release including installation and cyclic IT hardware exchange.

Connect.Care

A smart solution requires a smart approach! With **Connect.Care** your access system is connected remotely to our SKIDATA experts. You can take care of your core business – SKIDATA takes care of your guest management solution. SKIDATA offers options for efficient support including secure remote connection for fast and efficient troubleshooting as well as remote monitoring



Manage

Make informed decisions with the help of professional data & reporting management.

Mobile data management – With SKIDATA you have the tools to manage your business and offerings. The event solution generates reliable and relevant business data: the proceeds received from the use of a SKIDATA ticketing solution, access data such as the number of visitors and the capacity utilization of your event are just a few examples of the information available to you - mobile and at any time - with the visualized SKIDATA monitoring, information and statistics tools. These ensure that even on the go, you are always well informed and capable of intervening if desired.

Data security and professional hosting – Reliable data generation, hosting and processing are essential for ticketing and access management. Our ISAE 3402 certification guarantees the high quality and reliability of the SKIDATA hosting service. This ensures that your sensitive management data are processed and stored according to certified procedures.

SKIDATA MANAGE offers you:

- Mobile, real-time access to management data enables perfect planning - at any time and any place
- Hosting of management data by SKIDATA
- Data hosting, processing and storage in accordance with the international ISAE 3402 standard



Handshake.Logic 'Messaging'

Information service

Handshake.Logic 'Messaging' automatically notifies you of your key figures, such as the number of visitors.

'Area Maximum Check'

Management information

With 'Area Maximum Check' you always know what's going on - you are continually up to date about utilization and the flow of visitors.

Handshake.Logic 'Monitor'

Live monitoring

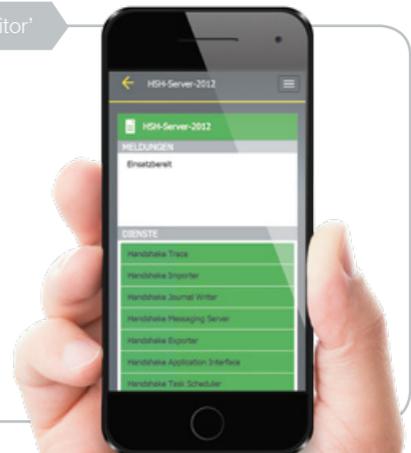
The Handshake.Logic 'Monitor' for easy live monitoring of the entire set of system components is the information and control center of your system.



Handshake.Logic 'Mobile Monitor'

Live monitoring

The Handshake.Logic 'Mobile Monitor' for easy live monitoring of the entire set of system components is the information and control center of your system.



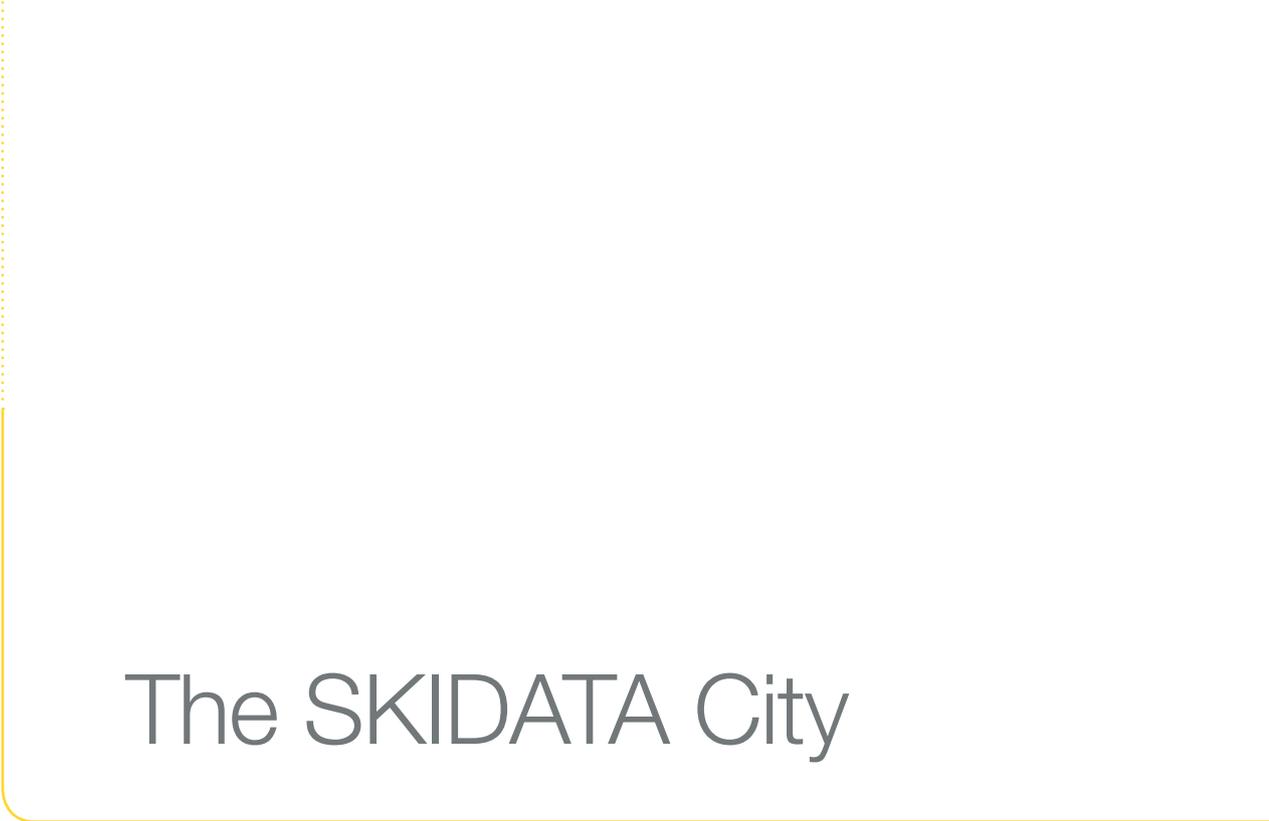
Hosted Business Services

Hosting Service

With the SKIDATA 'Hosted Business Services' you know that you get tested IT infrastructure and valuable resources, and can utilize the SKIDATA know how for your own benefit.



The SKIDATA City

A decorative yellow line starts as a dotted line in the top left corner, transitions to a solid line, and then curves horizontally across the top of the page.

The SKIDATA City

Get connected with your complete business world!
The individual components of the SKIDATA complete solution are not only in your stadium, attraction park, festival area, pool or exhibition center, but are also at your guest's home, in hotels, travel agencies and of course, at your operational office.





Stadium

Spa

Operator Office

Fan engagement

Travel Agency

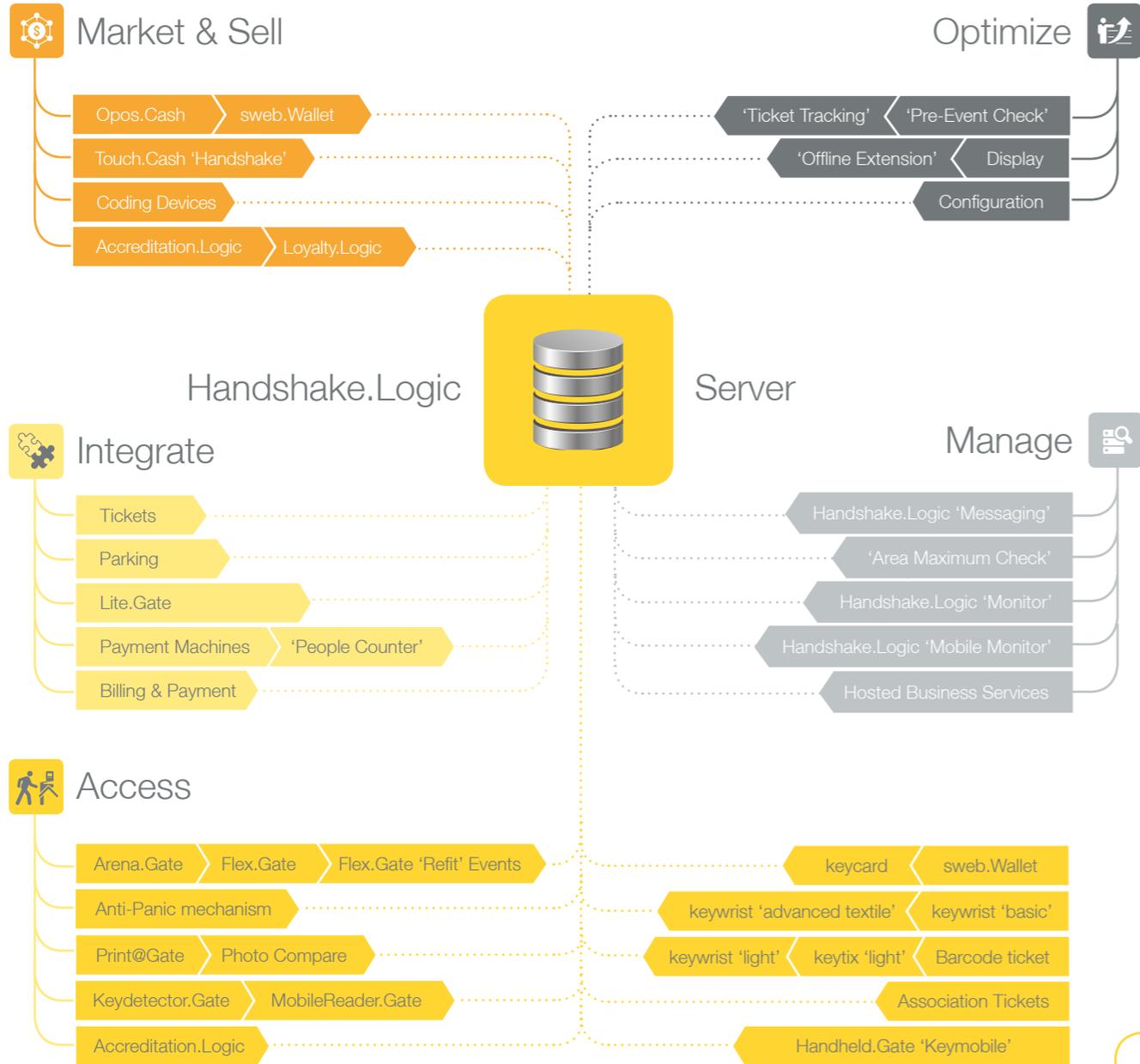
Exhibition Center

Attraction

Festival

Home

Public Transport



The complete solution: The smart software Handshake.Logic runs your entire facility



The Handshake.Logic software is the core of the SKIDATA Event solution and combines all the products and services described into a complete system.

With this total solution, you enjoy maximum security and stability for a wide variety of tasks: access control, ticket sales, reporting, data exchange, fraud protection, as well as system configuration, administration and management - and much more.

Whether online or offline, flawless data processing provides for precise billing and targeted marketing opportunities – numerous interfaces for the integration of third party systems and online services open up new business areas and guarantee both independence as well as investment security.

In order to always offer the best management solution, the software is continuously being developed. Every year, new features are added to ensure the ongoing development of your system is easily achieved through a software contract.



Perfect guest management

Customer Journey

Complete solution

Our commitment



1 Excellent consultation

Shared expertise for your customized solution. Together, your business experience and our know-how lead directly to the optimal solution. Whether standard or customized - after comprehensive consultation and analysis of your needs we develop a solution for you and with you that boosts business.

Our commitment to your business

As a complete solution provider and partner, we are always at your side and grow with your needs. We advise and offer well-conceived standard or customer-specific solutions. We implement them professionally, including third-party systems, offer support at any time with the best service and high-quality upgrades and enhancements, and guide you through the entire product life cycle.

3 Best service

Proven support for the operation of your facility. We make sure that the solution works smoothly, make updates available, and provide you with the right service. Specific trainings will prepare you and your teams for the optimal operation. Our team is always available to you and will support your solution with strong service.

2 Perfect implementation

Professional project management of your solution. Professional project management and detailed planning ensure a successful implementation. As your general point of contact, we are responsible for the overall coordination of all stakeholders and contributors.



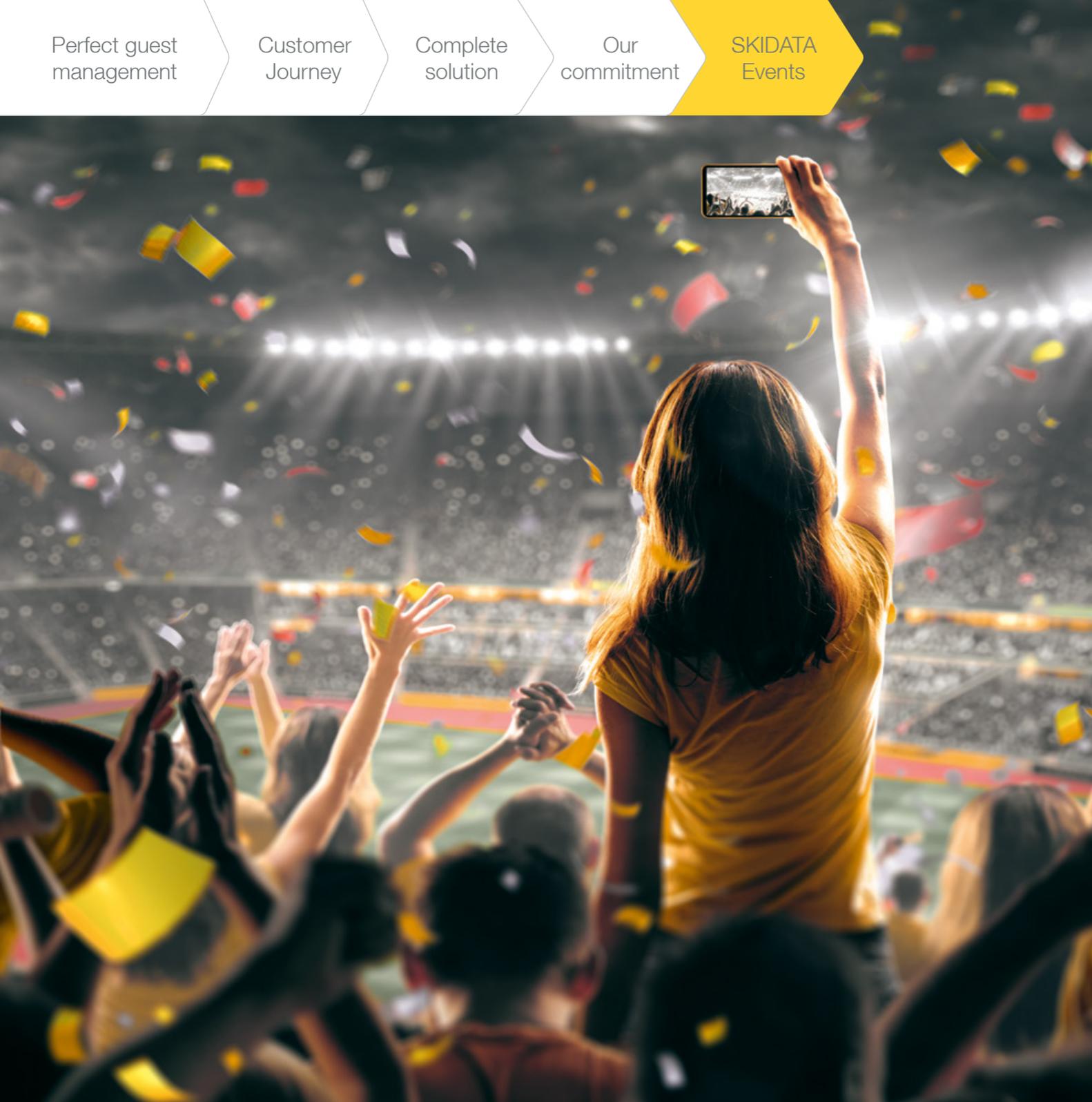
Events with Power

Find out more about the SKIDATA Power Events on the following pages.

Here you benefit from perfect guest management, the Customer Journey, the SKIDATA complete solution and our strong commitment.

- Stadiums & arenas
- Amusement parks and theme parks
- Pools and wellness
- Festivals
- Trade fairs





Stadiums and arenas



When it comes to getting fans into the stadium, every second counts. The SKIDATA system can bring more than 2,000 people per hour and reader into the stadium. Of course, the security is also extremely important - only fans with a valid ticket are granted admission.

The optimal payment system provides fast service in the F&B area - because here too every second counts. At the end of the game, the guests are then directed calmly outside.

With SKIDATA Stadium solution you gain the overview right from the start: from the accreditation of your guests, flexible guest management and cashless payment at the stadium, all the way to sophisticated loyalty programs. Take advantage of the best solutions for access and ticketing, which have proven themselves perfectly in many major events: reference letters from FIFA and UEFA for outstanding performance of the stadium solution demonstrate this. The flexible SKIDATA visitor management moves large visitor flows safely and quickly, and without losing sight of the costs.

The SKIDATA Stadium solution supports you with:

- Complete concepts from a single source - from planning to the integration of hardware and software
- Experience from more than 250 installations at the professional level worldwide - from Formula 1 to soccer
- A proven, complete system from parking, ticketing, access, and security to food and beverage services and loyalty
- Professional support by SKIDATA experts on site

Among others, implemented at:

- **Juventus Stadium**, Italy
- **Otkrytije Arena (Spartak Moscow)**, Russia
- **Mercedes-Benz Arena**, Stuttgart, Germany

Euro Championship 2016 references:

- **Parc des Princes**, Paris
- **Stadium de Toulouse**, Toulouse
- **Stade Bollaert-Delelis**, Lens
- **Stade de Nice**, Nice

Perfect guest
management

Customer
Journey

Complete
solution

Our
commitment

SKIDATA
Events



Amusement parks and theme parks



Your visitors expect quick and perfect service: from a smooth flow at the entrance and great experiences while visiting the attractions, to enjoying relaxing refreshment at your food and beverage services.

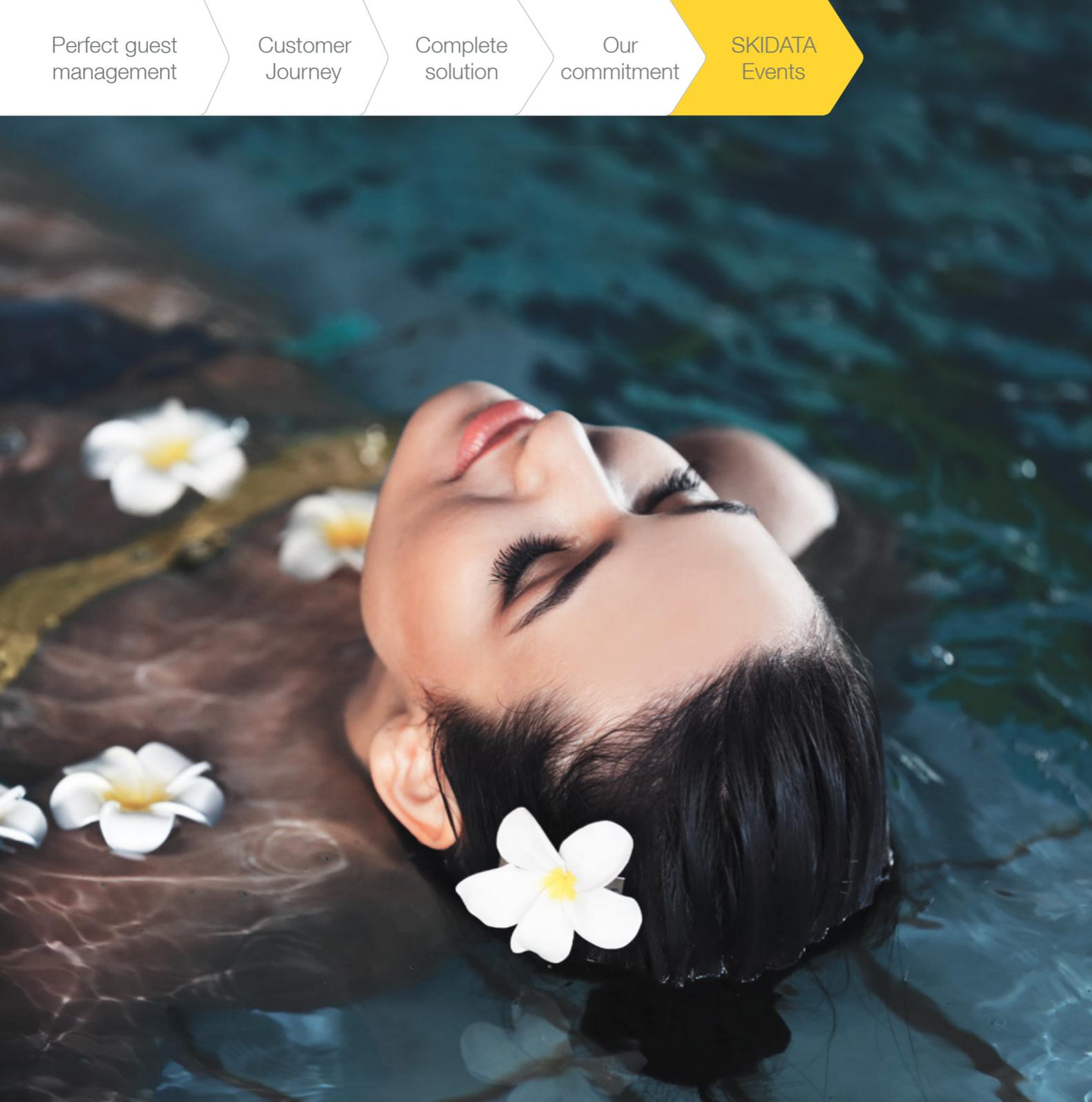
As theme park, water park, zoo or leisure oasis you benefit right from the start from professional SKIDATA visitor management. High flexibility enables quick modification of SKIDATA solution to your needs, and you take advantage of the latest technology which continually grows with your needs.

The SKIDATA Theme park solution supports you with:

- A modular system from parking and guest management through to excellent technology and efficient marketing which is perfectly tailored to your requirements
- Highly flexible planning and implementation by experienced professionals in your area
- An individually configurable complete system, which is used at more than 50 amusement parks worldwide
- Varied ticket technologies including paper, RFID, Print@Home, mobile ticketing and NFC
- Professional support by SKIDATA experts on site

Among others, implemented at:

- **Hannover Adventure Zoo**, Germany
- **SeaWorld**, USA
- **Parco Natura Viva**, Lake Garda, Italy



Pools and wellness



Your guests place value on great service, rest and relaxation, but also on exclusive experiences. For you that means performance at the highest level, and sometimes almost around the clock.

SKIDATA makes it easier for you to offer your guests the very best. Think about secure, but also unobtrusive access technology, tickets which allow cashless payment and also a wide variety of services, and the simple booking of additional services. Customizable bonus programs and marketing support help increase revenue from loyalty programs and personalized offers.

The SKIDATA Pools solution supports you with:

- Ideally scalable access technology, which adapts to any room concept
- All-in-one tickets for all services from the parking space and entrance to food and beverage and individually bookable additional services
- Versatile cooperation with providers of complementary services through partner programs
- Professional support by SKIDATA experts on site

Among others, implemented at:

- **Poseidon Thermal Gardens**, Ischia, Italy
- **Eau-là-là Indoor Pools**, Davos, Switzerland
- **Mondorf Domaine Thermal**, Mondorf les Bains, Luxembourg
- **Thermes d'Evian**, Evian les Bains, France



Festivals



Whether in fixed buildings or on the natural green field - for permanent or temporary events - flexibility and professionalism guarantee pleasure and wellbeing among your visitors. This also includes parking, guidance systems, ticketing, food and beverage and security.

SKIDATA supports you with innovative technology for elegant, reliable solutions that go far beyond the conventional. Mobile access and payment systems make it easier for you to respond flexibly and to act independently of the existing infrastructure. Thanks to the high scalability, our systems can be added easily to all types of venues, and can even complement already existing structures with very little additional effort.

The SKIDATA Festival solution supports you with:

- Intelligent linking of mobile systems - from ticketing, accreditation, parking and guest management through to payment and marketing
- Professional support by SKIDATA experts on site
- Elegant integration of a wide range of partner systems

Among others, implemented at:

- **Roland Garros**, France
- **Moscow City Race**, Russia
- **VadFest**, India

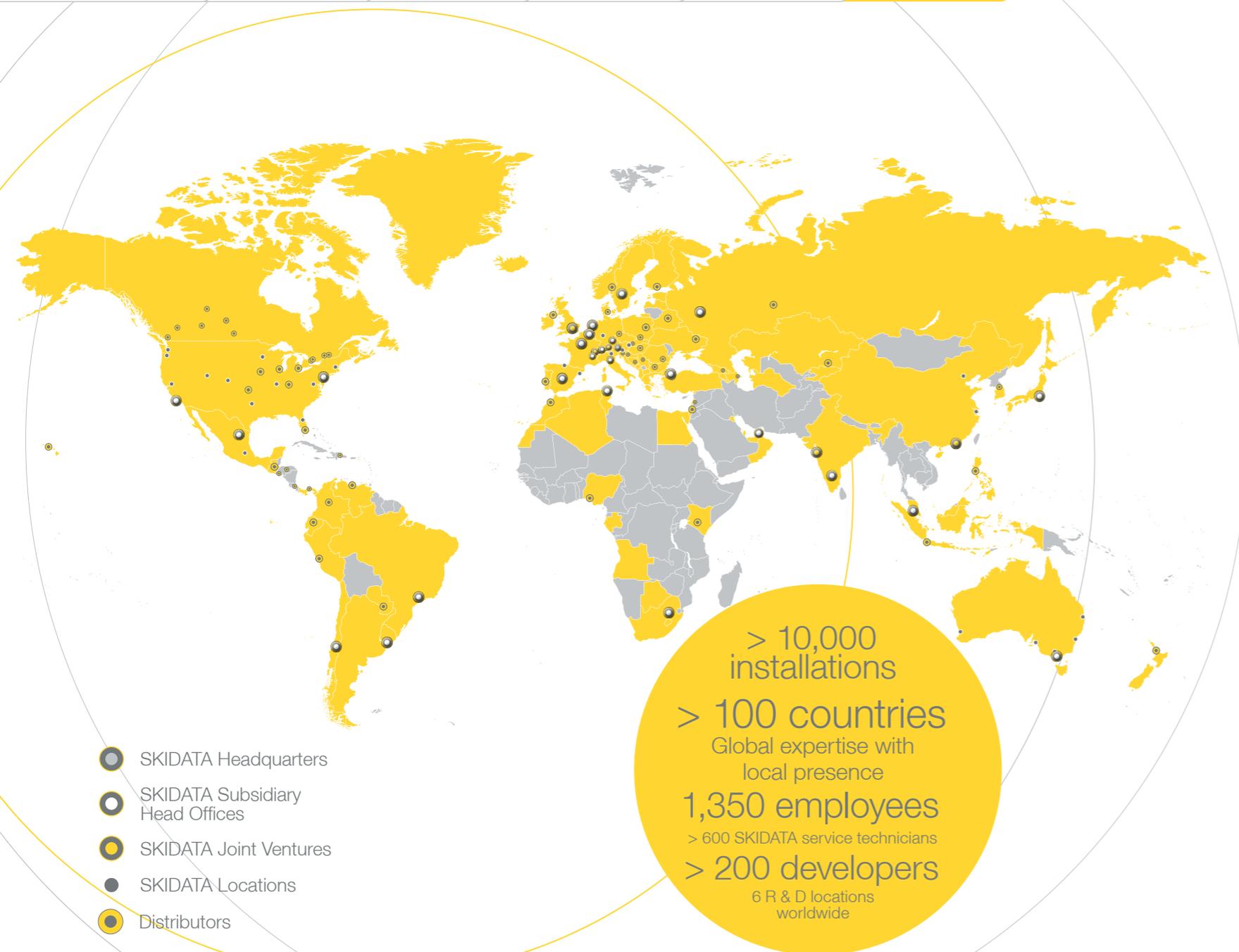
More movement for your access management

With its roots in classic people access control management combined with the current level of expertise as a total solution provider, the SKIDATA Event solution offers you, among other things:

- **Optimization and securing of turnover** through the sophisticated integration of ticketing solutions, a broad range of sales channels and innovative solutions for customer loyalty.
- **High data security:**
 - ISAE 3402 certification
 - Strong data encryption and high copy protection of RFID products
 - Safeguarding of the IT networks
- **Best functionality & quality of access controls:** comfortable for the guest and profitable for you by limiting fraud.
- **Future-ready innovations:** As the pioneer in access solutions, SKIDATA has revolutionized the market. With the event solution, SKIDATA continues to drive the industry with new solutions and innovations.
- **Flexibility and openness of the system:** You can always adapt your solution to suit your needs - an upgrade or expansion to include new innovations is possible at any time.
- **Investment protection:** SKIDATA systems and products stand out because of their robustness and longevity.

Together with SKIDATA, enter into the future of success. Worldwide the complete SKIDATA expertise is in high demand. We are represented in over 100 countries with a total of over 10,000 parking, ski, and event installations. Thanks to 26 SKIDATA subsidiaries, 5 joint ventures and more than 50 local partners, SKIDATA is always nearby with the right skills in the areas of parking, ski and events.

1,350 employees around the globe are strongly committed to bringing your business forward. Over 600 SKIDATA service technicians are always standing by your side. 200 developers at six R&D sites are working to develop new solutions and innovations that not only provide real value to your current daily business, but to prepare for future challenges.



SKIDATA®

K U D E L S K I G R O U P

SKIDATA Headquarters
Untersbergstraße 40 • 5083 Grödig / Salzburg
tel +43 6246 888 • fax +43 6246 888-7
www.skidata.com • info@skidata.com

Event Solutions 2017/2018 (English)

© 2017 SKIDATA AG. All rights reserved. This promotional brochure contains general information and is not part of a contract unless agreed otherwise. The content provided herein is subject to change and possible editorial errors. SKIDATA® und sweb® are registered trademarks of SKIDATA AG in the United States, the European Union and other countries. Product specifications are available at your local authorized SKIDATA distributor.