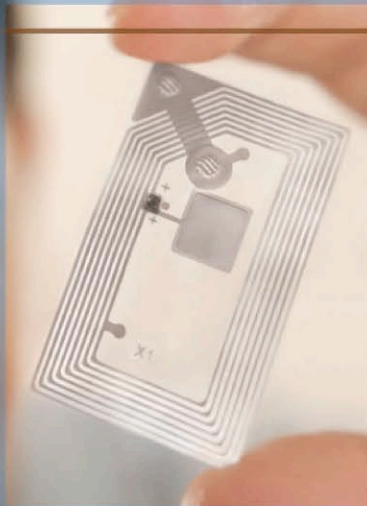


# Innovative **RFID** Solutions



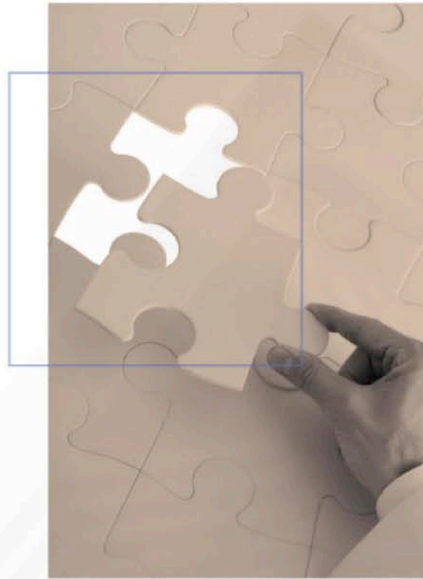
**Elite**  
marking systems

planning > integration > support

# The PDC Difference

## INDUSTRY EXPERIENCE

With over 50 years of experience developing wristband ID systems, and nearly a decade innovating and deploying RFID systems, PDC is the industry leader in RFID wristband solutions at Leisure & Entertainment venues.



## INNOVATION & IP PORTFOLIO

PDC's success lies in its ability to continuously innovate and pioneer new product solutions. Among its industry "firsts" is the patented Smart Band® RFID Wristband which is now the catalyst for many RFID implementations.

## SKILLED CONSULTANTS

Highly qualified business consultants provide years of industry and technology expertise to best suit unique business needs.

## INTEGRATED SERVICE OFFERING

Breadth of services range from consulting and planning to implementation and support.

## SOLUTION NETWORK

PDC and Elite Marking have partnered to provide businesses with the choice to select the system architecture that best meets their specific needs.

## RFID system benefits for Leisure & Entertainment

- ❑ Enhance customer experience and satisfaction
- ❑ Increase revenue and profit
- ❑ Streamline operations
- ❑ Automate manual procedures
- ❑ Improve customer and employee management

# RFID systems are not one-size fits all.

PDC offers a comprehensive list of products and services to help meet your unique business needs and objectives with a custom RFID solution.

## CONSULTING

Gain a competitive edge with an experienced business partner that understands your market; a strategic partner with proven experience to drive increased revenue and profit. PDC's consulting services *set the foundation* for a successful implementation and are the *roadmap* to drive added value for your business and customers.



- Technology Value Assessment
- ROI Initiative and Development
- Strategic Long Term Positioning

## APPLICATION NEEDS & DEVELOPMENT

Use RFID technology as a medium to enhance customer experience and improve the bottom line. From cashless transactions to line queue management, the applications are endless. PDC *'steps into your shoes'* and aligns business needs, objectives, and infrastructure throughout the application development process.



- Site Assessment
- Needs Analysis
- Cost Evaluation
- Partner Relationships

### *Solution Network*

Utilizing a 'solution network' of reliable partners, PDC develops your customized, integrated solution. Throughout the process, PDC strives to maximize performance and profits by selecting system components that economically and technologically meet the needs of your application.





## PROGRAM MANAGEMENT

Successful integration of any application requires effective product development and project management. PDC uses *best practices and processes* to guide the system installation from development to execution and to ensure an efficient and functional RFID solution.



- Project Management of Applications and Products
- Vendor Management
- On-site Installation and Support
- Staff Training
- Ongoing Service and Support

## APPLICATIONS OVERVIEW

Every application is unique to a business, its objectives and its existing infrastructure. PDC designs and develops *the right RFID model* to help achieve positive revenue and profit growth.

Applications:

- Cashless Point-of-Sale
- Automated Admissions & Guest Identification
- Access Control and Keyless Entry
- Customer Loyalty & VIP Programs
- Line Queue Management



# Customer Spotlight

## GREAT WOLF RESORTS

Great Wolf Resorts is the largest owner, operator, and developer in the United States of drive-to family resorts featuring indoor water parks and other family oriented activities. Great Wolf Lodges benefit from a comprehensive RFID system providing value-added guest services.



### Applications:

- ❑ Cashless POS and Arcade
- ❑ Keyless Hotel Room and Locker Entry
- ❑ Automated Guest ID
- ❑ Access Control & Security

### Benefits:

- ❑ Enhanced Guest Satisfaction & Convenience
- ❑ Increased Purchases & Revenue

*"Incorporating PDC's RFID wristband system was a great way for us to offer safety and convenience to further enhance the guest experience."*

**– Kim Schaefer, Chief Operating Officer**

## HYLAND HILLS WATER WORLD

Hyland Hills Water World, the largest community owned and operated outdoor waterpark in the United States, provides guests with cashless point-of-sale using RFID wristbands, customized software, and readers.



### Applications:

- ❑ Cashless POS
- ❑ Automated Guest ID
- ❑ Loyalty or Season Pass Program
- ❑ Keyless Lockers

### Benefits:

- ❑ Enhanced Guest Convenience
- ❑ Improved Operational Efficiencies
- ❑ Increased Throughput at Concessions
- ❑ Increased Purchases & Revenue

*"Smart Band offers our guests a hassle-free method of making purchases with a simple wave of their wrist. It's secure, easy to use, and has increased in-park spending."*

**- Bob Owens, Assistant Manager**

## SXSW MUSIC FESTIVAL

The world-renowned music, film, and interactive festival and conference, South by Southwest (SXSW), uses Smart Band Wristbands to prevent counterfeit tickets and automate admissions.



### Application:

- ❑ Access Control & Security

### Benefits:

- ❑ Prevention of Counterfeit Tickets & Loss of Revenue
- ❑ Improved Crowd Control with Faster Admission Lines, Reduced Overcrowding, and Access Management

*"Prior to using Smart Band, SXSW counterfeit wristbands were sold with a total face value of as much as \$500,000. Since the implementation of RFID wristbands, instances of counterfeit bands have been virtually eliminated."*

**– Eve McArthur, Operations Director**

From its inception in 1956, the focus of Precision Dynamics Corporation (PDC) has been on quality and innovation. PDC created the first RFID-enabled wristband, Smart Band®, which now provides leading Leisure and Entertainment venues with a competitive edge. With steady growth, PDC continues to set new standards and lead the way with cutting-edge RFID solutions for multiple applications. PDC is committed to providing innovative ID solutions with 100% customer satisfaction.



**Elite**  
marking systems

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