

|  |  |
| --- | --- |
| *Su Ann QuahCommunications SpecialistWhiteWater West Industries Ltd.+ 1 (604) 273 1068 ext. 184suann.quah@whitewaterwest.com*  | *FOR IMMEDIATE RELEASE**November 14th, 2018* |

**WhiteWater wins Brass Ring Award for Vantage, a one-of-a-kind tool that helps parks see the “big picture”**

**Orlando, Florida (November 14th, 2018) –** At IAAPA today, WhiteWater won a second place Brass Ring award for Best New Product: Technology Applied to Amusements for Vantage. Vantage’s platform translates guests’ behaviours into meaningful insights, enabling parks to make real-time and strategic decisions that optimize their operations.

Vantage expands on WhiteWater’s vision to not only make rides that are fun and exciting, but to make the impossible possible by also helping parks maximize operational efficiency. Vantage simplifies operations and makes guest experiences better through the use of smart bands and smart band readers, a guest mobile app, an operator mobile app, kiosks, and more.

“Seeing the challenges that park owner and operators face when running their parks, from slide dispatch and F&B staffing to customer satisfaction and season pass sales, we asked if there was a better way to operate—not just by looking at each problem individually, but at the overall park,” said Paul Chutter, WhiteWater’s Chief Business Development Officer.

“Our solution was Vantage, which creates a park network that integrates all the real-time data to help parks run more efficiently in the future based on data collected today,” he continued.

Vantage improves operations’ lack of insight, real-time reporting, and crowd control while also improving guest entertainment value by reducing wait times, increasing personalization, and enhancing ease of use.

“Additionally, Vantage makes safety a priority by creating an inherently safer park with features such as rider verification and safety dispatch, which verify height and weight discreetly, implement parental blocks, and more,” explained Aaron Mendelson, Project Manager of Creative Design.

“We are elated to receive this Brass Ring Award as it validates our belief in the value that can be reaped from gathering information that can be analyzed and integrated to envision the best experience.”

We’ve created Vantage to be the interface which ties guest experience and operator control together—it is the window to a future of optimized park performance for both.

**About WhiteWater**
WhiteWater was born in 1980 with one clear purpose, to create places where families unite and make joyful lasting memories.

We achieve this by standing alongside our customers from concept to completion of award-winning attractions, from slides to water rides and everything in between. We aim to inspire our clients by unleashing our creativity to realize their ambitions; we craft solutions which make each park unique. We are dedicated to making products that operators can count on, because we understand the importance of reliability and efficiency on the bottom line.

As market leaders, we put our success down to our attitude, in all our years we’ve never once forgotten why we’re here – to help parks solve problems, create immersive experiences, and delight guests all over the world.

We’re here to create places where fun can thrive.