

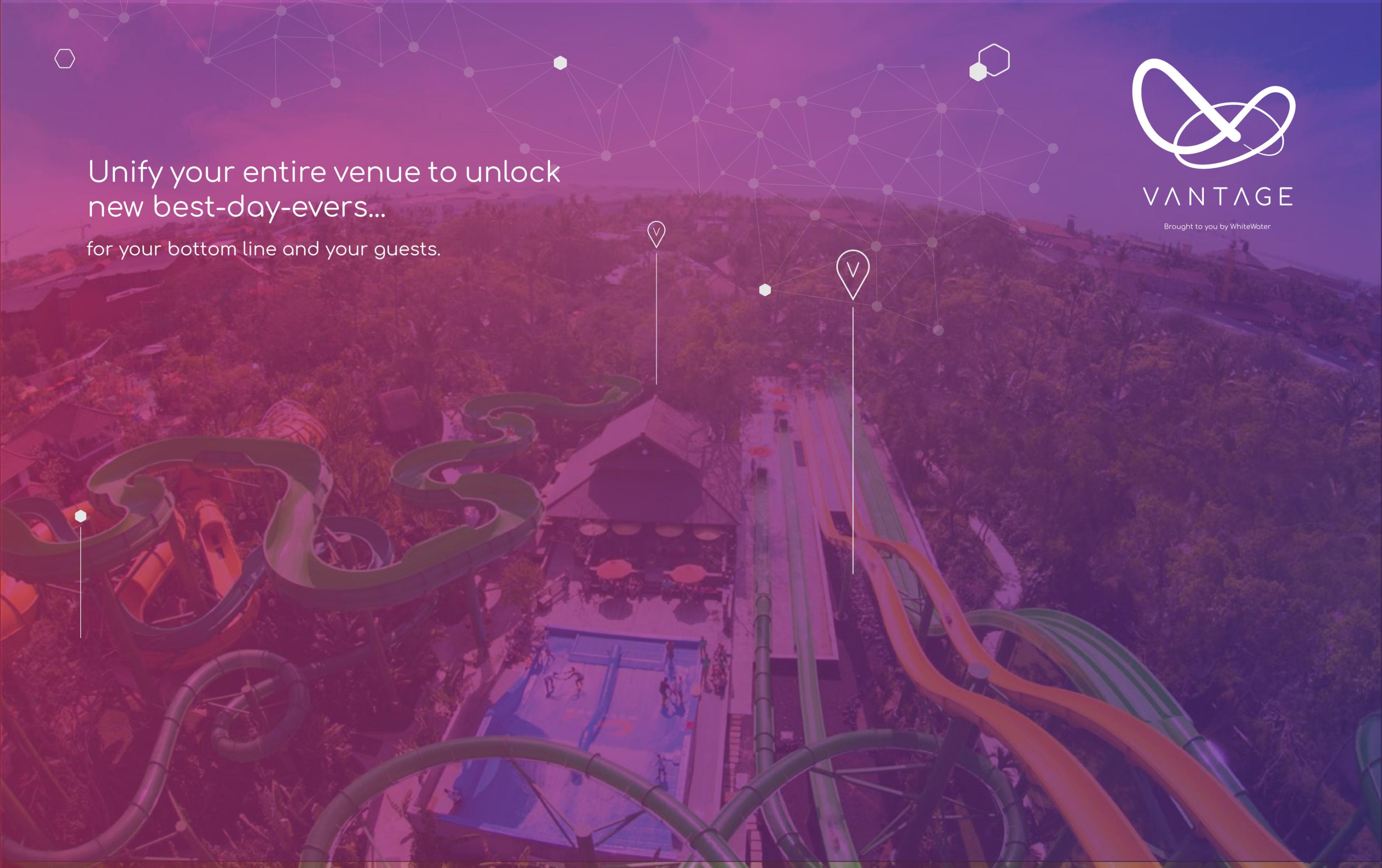
Unify your entire venue to unlock  
new best-day-ever...

for your bottom line and your guests.



VANTAGE

Brought to you by WhiteWater





Your venue is made up of many separate, moving parts: F&B, CRM, POS...the list goes on. Traditional amusement technologies for managing these are built as separate entities, requiring you to juggle and interpret multiple information systems. By unifying these, you can unlock a new level of understanding that will empower you and your guests.

Imagine having one real-time view of your entire venue, curating targeted promotions to maximize sales, and discovering the sweet spot for staffing across hours, days, and months.

Imagine providing guests the convenience of a single RFID wearable and guest account for every purpose, and personalizing their visit to suit their idea of a 5-star experience.

That's where Vantage comes in.

Vantage unifies your current technology systems and adds a new layer of insight that unlocks game-changing capabilities. The result is optimized revenue, reduced operational risk, and unparalleled guest experience.

Vantage is helping attractions and leisure venues evolve in the digital era.

Your operation deserves to maximize results, but current technologies act as a barrier.

Vantage can help.

## Elevated Guest Experience

We make giving your guests exactly what they want simple.

### *Offer ultimate convenience.*

Gone are the days of multiple wristbands, keys, and cards. Remove barriers and provide the ultimate convenience by connecting guests to your entire venue with a single, all-purpose RFID wearable for F&B, lockers, room access, cashless wallets, amenity access, and more. The sky's the limit.

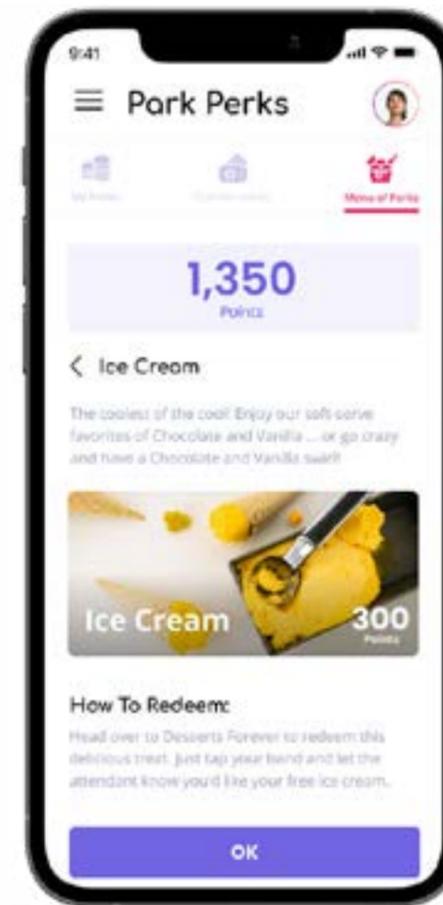
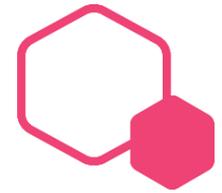
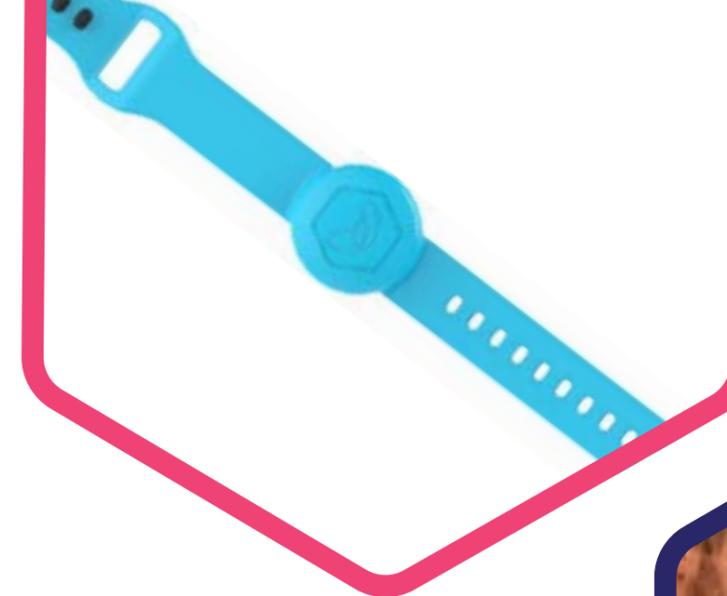
### *Empower them to interact.*

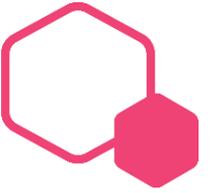
Vantage actively interacts with your guests to help them completely customize their surf, slide, or stay experiences. Through their accounts on the Guest Mobile App and venue Kiosks, guests can have the power, at their fingertips, to complete a series of actions:

- Set parental controls to track kids.
- Find family and friends.
- Earn points for prize redemption.
- Choose in-venue colour themes and music.
- Purchase front-of-line access.
- Make purchases across your entire venue.

### *Cater to their preferences.*

Offer guests loyalty points for perks and freebies that drive return visits. Send them tailored promotions, packages, and deals based on their personal preferences and spending habits using demographical insights.





# Future-Proof Financial Planning

## Know what works so you can fix what doesn't.

Connect disparate systems across your park to discover untapped revenue opportunities and cost savings, all with the guidance of a dedicated Vantage Customer Success Manager.

### *Discover new revenue and growth opportunities.*

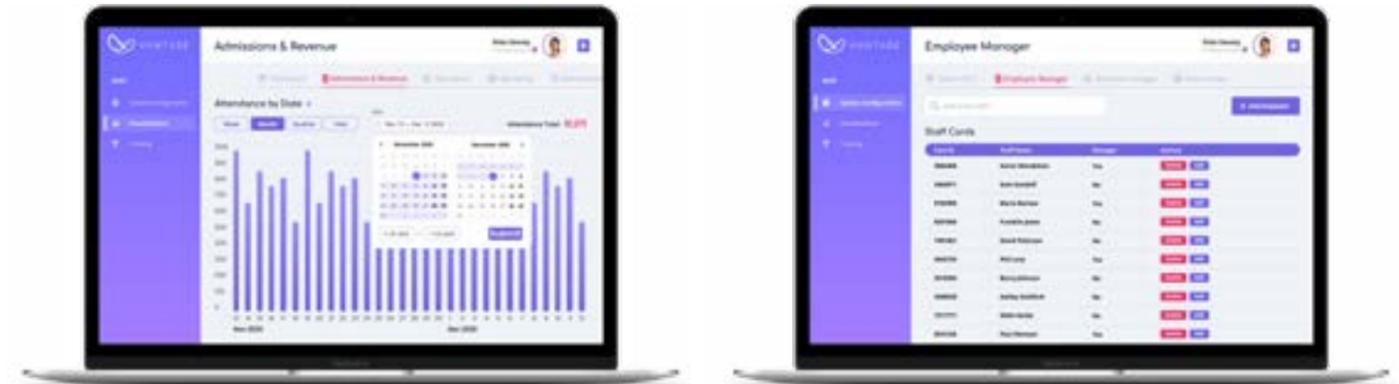
Review cross-sectional insights, examine historical reports, and generate forecasts for long-term decision-making based on a set period of time.

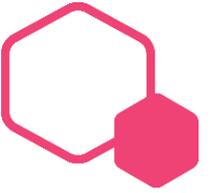
- Guest demographics for effective marketing.
- Real-time inventory levels to avoid selling out.
- Dispatch rates and wait times for benchmarking.
- Dynamic pricing for promotions optimization.
- Trends to optimize happy hours, F&B locations, and discount days.

### *Identify money leaks and areas of improvement.*

Use historical and forecasted reports to gain invaluable insight on:

- Expected inventory consumption for inventory planning.
- Expected staffing needs for specific periods of time.
- High-traffic areas for staffing allocation.
- Low-performing F&B or retail kiosks for resource re-allocation.
- Facility usage data to adjust energy output for hours, days, or months.
- Rider usage data to plan costly maintenance around use, not time.





# Better Marketing = Higher Revenue

## Reach guests with the right offers at the right time.

Boost sales before, during, and after guest visits. When guests complete their profiles, parks now have access to demographic and contact information that can be compiled for marketing. Send targeted advertising to guests using their demographics, behaviours, and location through their Guest Mobile App.

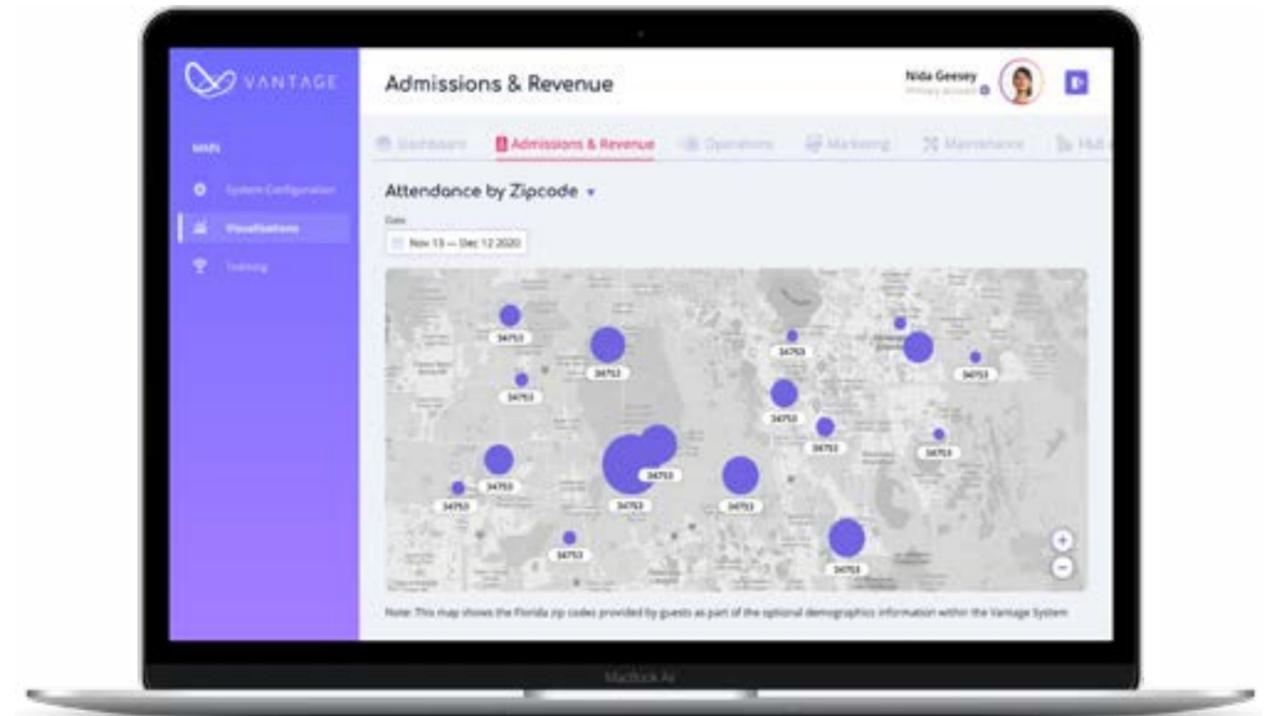
### *Increase ancillary sales during visits.*

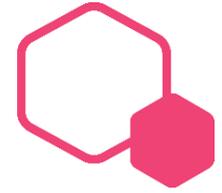
Encourage in-venue spending with targeted promotions more likely to appeal to guests based on demographic groups, such as:

- Age group.
- Family structure.
- Spending habits.
- Frequency and length of visits.
- F&B preferences.

### *Target guests before they step foot in your park, and long after they've left.*

Promote repeat visits by curating promotions around historical guest habits, such as cabana discounts, family or friend packages, children discount days, and more. Create data-supported guest personas to find out who your target consumer is, and pursue location-targeted advertising to acquire new guests.





# Smoother Operations

Tend to park situations *before* issues arise. Always stay a step ahead with complete, real-time data.

*Create a safer environment for your guests and your staff, while reducing liability.*

There are a number of ways Vantage can help increase safety for your guests and reduce risk and liability in your park. Some of Vantage's capabilities include:

- Parental controls.
- Access control for staff and guests.
- Automated maintenance & mechanical alerts.
- Digital waivers and record-keeping.
- Real-time capacity tracking.

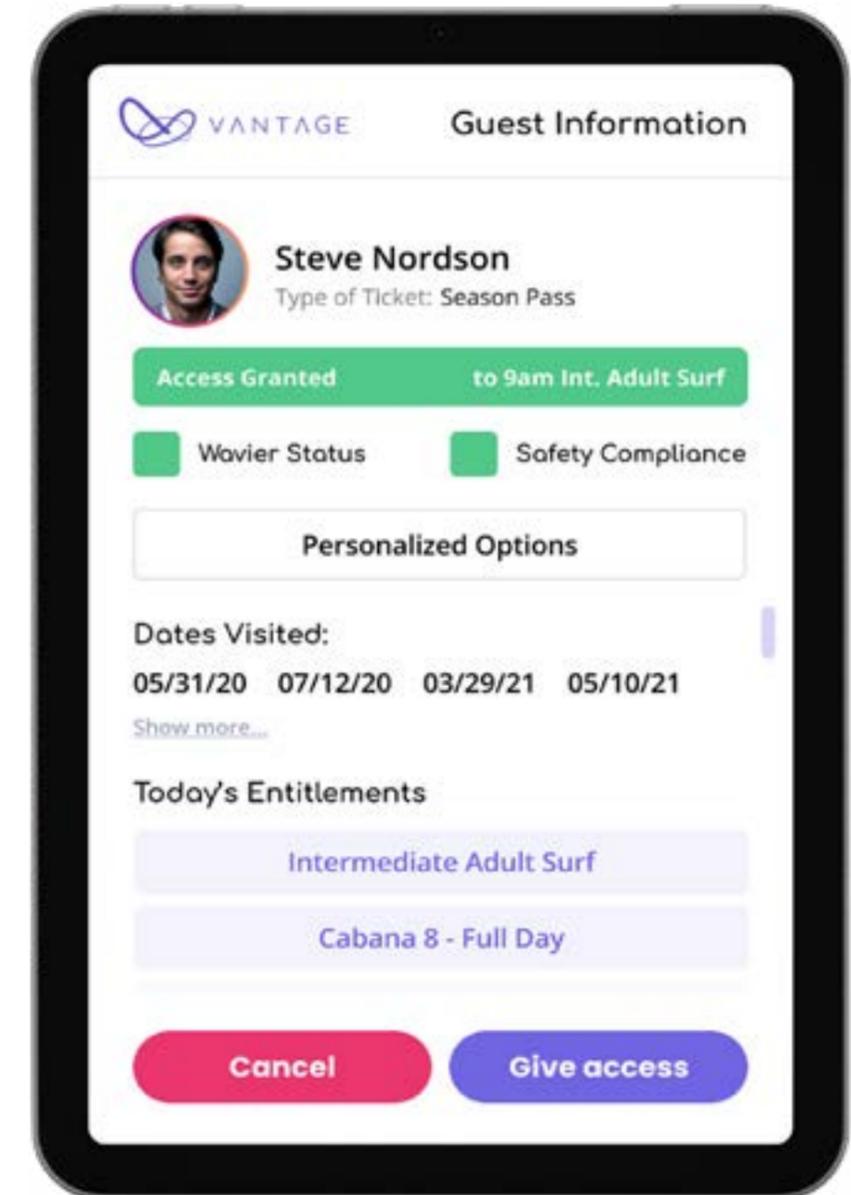
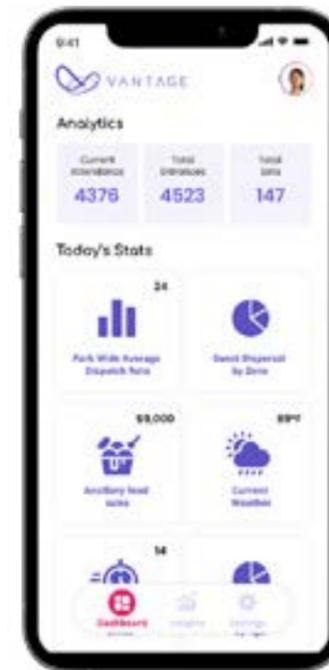
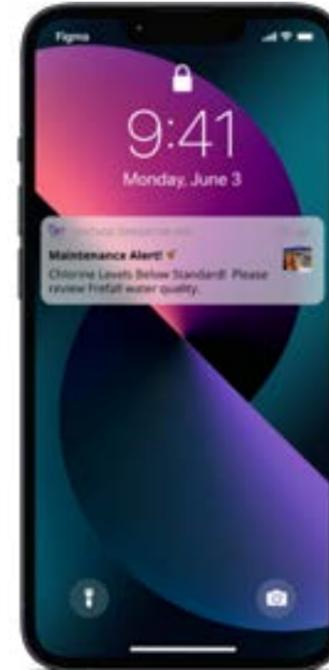
*Operate your entire venue from the palm of your hand.*

Your venue has a lot of moving parts, each one vital in the path to your success. Vantage tracks and consolidates these parts into a single view on your phone, desktop, or tablet, giving your data context and making operations as seamless as possible.

*Take action in real-time, when it matters most.*

Tend to the immediate needs of your venue with complete, real-time information at your fingertips.

- Attendance & exists.
- Dispatch rates.
- Crowd concentrations.
- F&B inventory.
- Facility usage for cleaning and maintenance.
- Instant incident alerts.



### Smart Band Readers

A network of long-range readers and tag up stations located around your park tracks your guests' Smart Bands as they queue in line, exit rides, and purchase food. They also act as Dispatch Control on rides and Access Control for off limit areas and exits.

### Guest Mobile App

Easily downloaded from the App Store or Android Marketplace, guests can purchase Speed Keys, choose music playlists, and find their family and friends.

### Smart Bands

Reusable wrist bands worn by your guests, Smart Bands allow you to track active (tag up on a ride) and passive (relax on a lounge) movements while allowing your guests to open lockers, make cashless purchases, and receive in-ride photos.

### Operator Vue360 App

A mobile app configurable based on permission-levels, staff can see, in real-time, how different functions of a park are performing, drill down for more details, and receive push notifications on changing conditions.

### In-park Kiosks

Featuring the same functionality as the Guest Mobile App, guests can link their Smart Bands, see wait times, purchase locker rentals, and reserve their place on attractions.

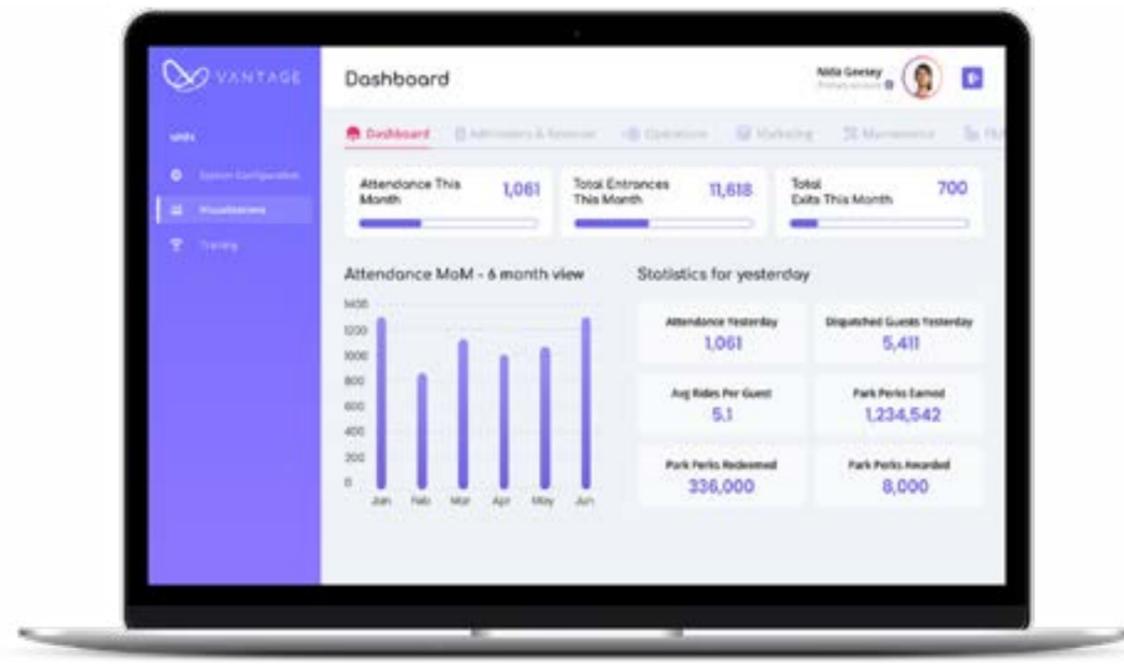


## Vantage is the unifying web that connects all corners of your venue, and more.

### Vue360: For You

Control your day with clarity. Live data fed through the Vue30 portal enables operators, marketers, customer service representatives, and stakeholders to access invaluable knowledge that drives value. View performance trends, historical data, and forecast reports.

- Wait times & dispatch rates
- Proactive maintenance push notifications
- Real-time guest concentrations, entry & exit times, dwell times, and churn rates
- Dynamic Crowd Control
- Gamification
- Smart dispatch system

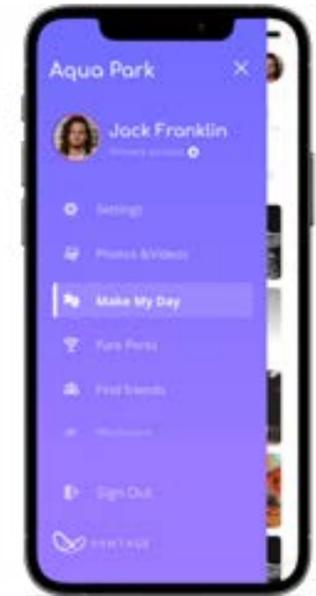


Vue360 enables you to proactively take control of what matters most to your guests and your bottom line.

### Guest App & Kiosk: For Your Guest

The guest app provides a level of convenience, freedom, and value that guests want. Guests can download the app before their visit, and continue their interactions during visits through kiosks.

- Wayfinding & location services
- In-App purchases & cashless wallet
- Park Perks & loyalty programs
- Make My Day experience customization
- Parental & access controls
- Personalized greeting messages



The Guest App empowers guests to shape their day, their way.

### How It Works



Vantage connects guest profiles to park systems using technologies like facial recognition, fingerprint ID, Radiofrequency ID (RFID), and Bluetooth Low Energy (BLE).



## Digital transformations can seem daunting. A Customer Success Manager will work with you each step of the way..

...from setting digital transformation goals and curating dashboards, to analyzing the data and drawing actionable insight. Think of the Customer Success Manager as a new member of your team.

Your Customer Success Manager will work with you and your team to:



## Smarter Parks

Vantage is guiding parks through the digital transformation of the leisure industry with a revolutionary amusement platform. Backed by WhiteWater's 40+ years of industry expertise and a team of technology experts, Vantage is well-positioned to ensure your venue evolves to meet today's digital expectations.

For the very first time, operators have a single platform to unify their entire venue and access a new level of knowledge about what matters most to their bottom line and guest. With unparalleled convenience, guests are connected to all facets of your park with a single RFID wearable and account. The result is untapped revenue discovery, sensational guest experience, and operational excellence.

Contact us to find out more about how your park can profit from Vantage!

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“The Vantage system brings a new level of guest interaction to the park. I think it’s the wave of the future.”

– Jim Kunau, General Manager, Island H2O Live!

Watch a video of

# VANTAGE

in action at Island H2O Live!  
Orlando, Florida

[CLICK HERE TO  
PLAY VIDEO](#)