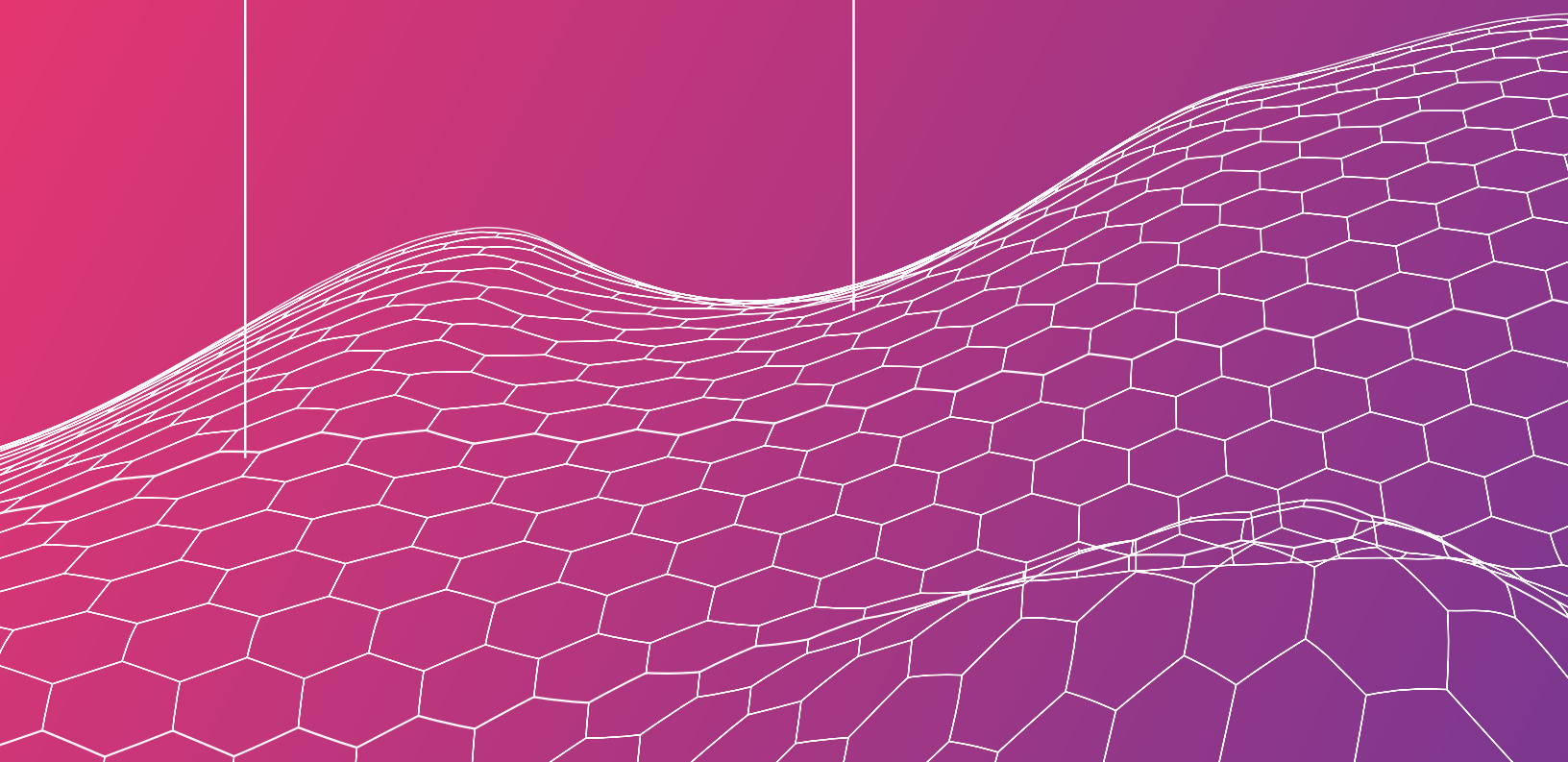




VANTAGE

Brought to you by WhiteWater

THE FOUNDATION SMARTER VENUES NEED





Unify your entire venue to unlock new best-day-ever... for your bottom line, your staff, and your guests.

Benefit from 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.

Provide guests with the convenience of a personal account for every purpose, tailoring their visit to match their idea of a 5-star experience.

That's where Vantage comes in.

Vantage isn't just a luxury—it's a must-have technology



WHAT

AN ATTRACTIONS MANAGEMENT PLATFORM

that elevates guest engagement and empowers operators to enhance efficiency, improve customer satisfaction, and boost profitability through insights and actions based on guest behavior.

WHY

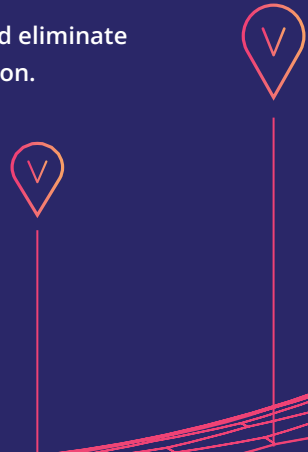
CREATING UNFORGETTABLE EXPERIENCES BEYOND THE RIDE TO BOOST PROFITABILITY

Your business thrives by making memorable shared experiences: joy is the engine that boosts spending and rave reviews.

HOW

WE UNDERSTAND EVERY GUEST AS AN INDIVIDUAL

this enables operators to provide personalized experiences and eliminate friction throughout the customer journey to improve satisfaction.



ENJOY.SMILE.SPEND.SHARE
ENJOY.SMILE.SPEND.SHARE

The world operates digitally, does your venue?

The “*new normal*” is simply the norm now. Digital solutions for guests are already in motion, and venues must join guests on that journey to stay ahead.



Demographics

For younger generations, being digital natives, fun isn't complete without some level of digital involvement.

McKinsey & Company

‘True Gen’: Generation Z and its implications for companies



Forbes

Why Diversifying Your Income Streams Is Essential In Today's Economy

Cash is dead. Convenience is king!

We live in a world of apps for booking and payments, and guests expect the same seamless experience at the park.



Data makes the difference

By instantly understanding what works, companies are unlocking new levels of operational efficiency and are able to measure success.

Medium

5 Ways To Use Data Analytics To Improve Your Operational Efficiency

The Vantage platform is flexible to elevate guest experiences for many venues types.



LBE



WATER PARKS



HOTELS & RESORTS



ZOOS & AQUARIUMS



THEME PARKS

From personalized rides to memorable in-between moments

You will create joy beyond the ride and revenue beyond the ticket

A personal park experiences

By gamifying the whole park journey with points and badges that can be exchanged for products and discounts, the operator performs better, and the guest enjoys it more.

Remove pain points

The guest is empowered to plan their day by downloading the app before their visit and continuing their interactions during visits through kiosks.

Simplify the guest journey through a unified system

Offer the ultimate convenience with a single guest account that connects ticketing, F&B, lockers, slides room access, and more.

E-Commerce & Push Notifications

The guest app becomes a powerful tool for the marketing team, enhancing convenience for guests while driving revenue for operators.

Data & Insights in Real Time

Understand guest behavior instantly and act when it matters most with real-time, reliable data.

SmartBand and SmartReaders redefine convenience

With a fully contactless and seamlessly integrated guest experience, everything from slides to payments and lockers is just a tap away—effortless, fast, and hassle-free.

Three drivers for success

Three key drivers propel this industry forward, and the Vantage core platform offers components to enhance each one.

REVENUE DRIVER

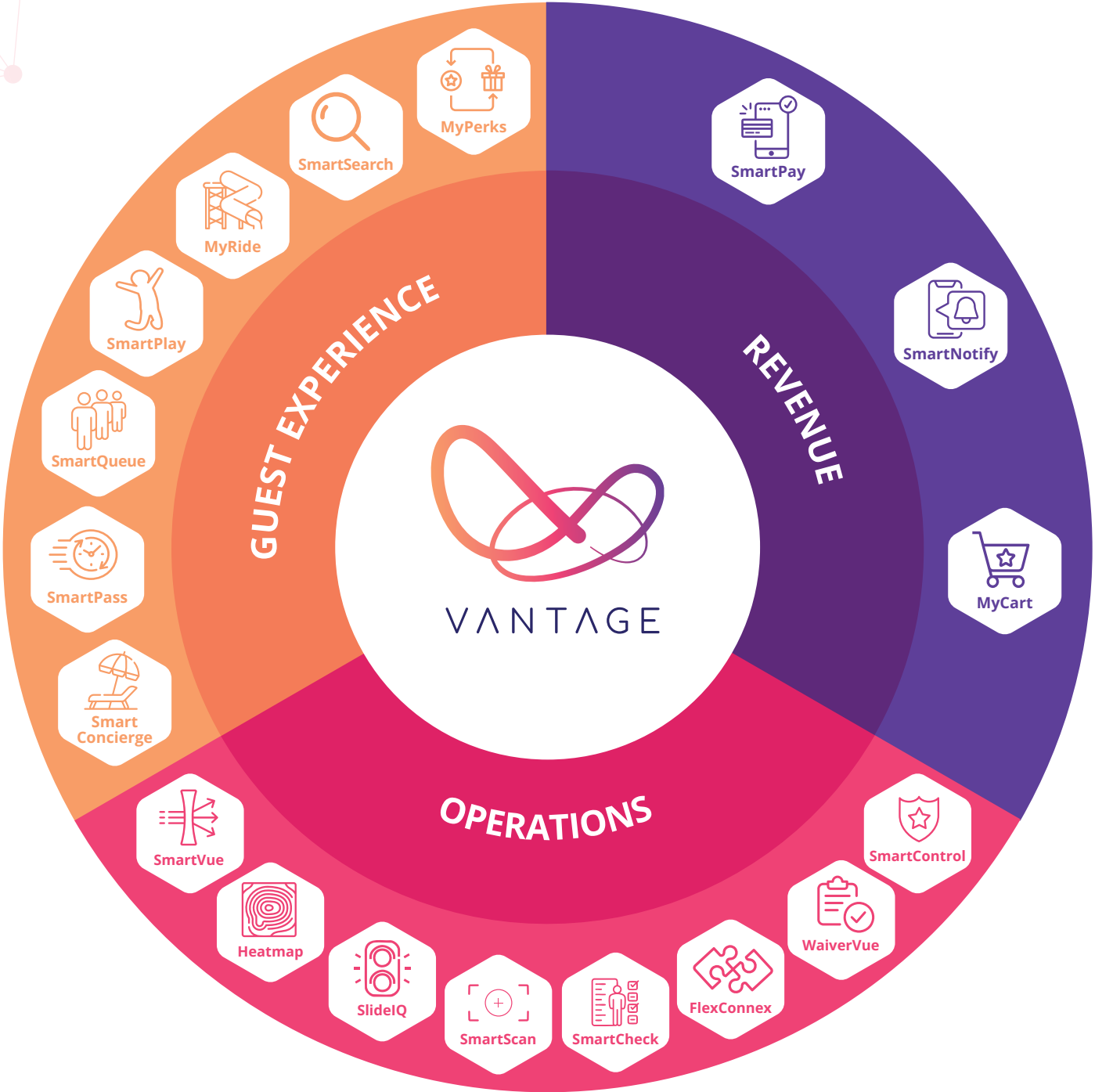
It is a fundamental driver for businesses by ensuring financial sustainability, facilitating growth and innovation, and enhancing guest convenience.

GUEST ENGAGEMENT DRIVER

Guest engagement is an essential driver for venues as it directly influences the visitor experience, revenue generation, marketing effectiveness, competitive positioning, data-driven decision-making, long-term loyalty, and innovation.

OPERATIONAL EFFICIENCY DRIVER

Efficiency in operation is a critical success factor in the attraction industry, leading to improved guest satisfaction, increased capacity utilization, cost savings, regulatory compliance, and enhanced reputation.



Foundational features for smarter venues

Every feature of the Vantage system brings a unique boost to revenue, enhances the guest experience, and drives operational efficiency.

Investing in these six popular components will boost guest engagement and spending, improve efficiency, reduce costs, and can easily be expanded by adding more components from our catalog.



At the heart, we have the core system, which acts as a data collector, leveraging information throughout the entire venue for better decision-making





Driving Your Revenue

We offer a variety of components designed to diversify revenue and marketing streams and maximize profitability with every guest visit.

Making everything easier and more convenient for guests so they spend more at your venue. These elements work together to generate new avenues of revenue.



Tokenized cashless transaction system that boosts convenience and spending

- While many are familiar with stored value transactions like gift cards, the industry now favors **tokenized cashless transactions** for enhanced security - unique tokens, **not sensitive payment details**, directly debiting the guests' credit card.
- Each token **can be linked to various media**, such as an **RFID wristband** or a **hotel room card**.
- As the credit card holder, **you can share your token with family or friends and set limits**, including daily or per-transaction limits.



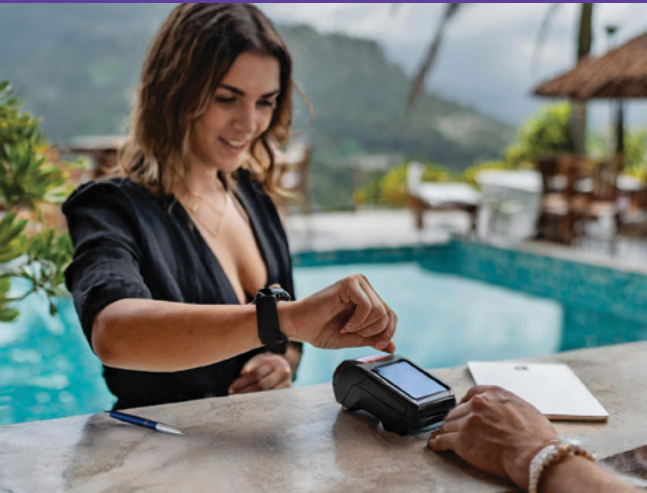
Reduced Need For Refunds

Stored value systems require refunds for unused balances, creating operational burdens. SmartPay streamlines financial management by eliminating leftover funds, particularly beneficial in high-volume industries like hospitality and amusement entertainment.



Enhanced Security

Tokenization greatly reduces the risk of credit card fraud. By using tokens, businesses ensure that actual credit card details are never exposed during transactions, protecting both their operations and their customers' data from potential security breaches.



Convenience for Guests

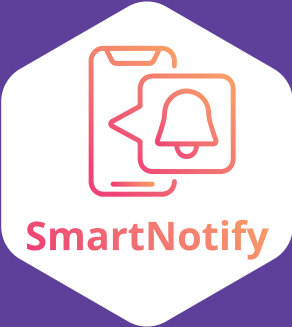
Tokenized systems enable direct transactions without preloading funds, offering flexibility and convenience. Guests don't need to carry credit cards or cash, as SmartPay is seamlessly embedded in the venue's devices and applications.



Shared Access and Purchase Power

Vantage SmartPay allows multiple users to share access to payments without transferring physical funds or cards. It also enables setting customized spending limits for each user, enhancing financial transaction control.

Making everything easier and more convenient for guests so they spend more at your venue. These elements work together to generate new avenues of revenue.



Boosting revenue - and efficiency - with personalized push notifications

- By leveraging data such as past visit history, the operator will be able to send targeted messages to guests. It will resonate with them on a personal level, improving sales and brand perception.
- It **captures events within the system** and uses business rules **to create custom configurations that trigger push notifications to individuals.**
- Unlike traditional systems that segment audiences by demographics or geolocation and send broad messages, **SmartNotify sends notifications based on specific triggers to individual users.**

How it works: Use case



TRIGGER

Guests who purchase two or more tickets online will receive a discount on additional items.



EVENT

The guest purchased 2 tickets online.



OUTPUT

Offer a cabana discount to a guest that purchased 2 or more tickets online.



Guests Experience

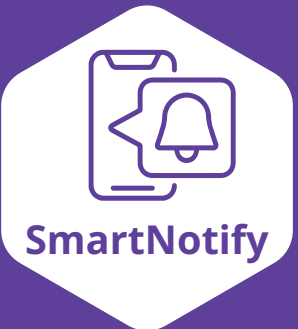
Enhance the experience by delivering real-time information and updates, such as discounts. Personalized push notifications encourage guests to explore the park in unique and personal ways. Curated for each guest, SmartNotify helps everyone create their best day ever.



New Marketing Channel

Automatically deliver meaningful offers to guests based on customized business criteria and watch your revenue and brand power grow. Upsell and cross-sell products and services during the guest visit, will maximize revenue for your business.

Making everything easier and more convenient for guests so they spend more at your venue. These elements work together to generate new avenues of revenue.



A convenient online store experience in your guest's hand

- Enter your credit card details once, and SmartPay will tokenize them for secure use both on-site and in the app. This makes all transactions easy to follow and track.
- For example, upgrading to front-of-line access can be done directly through MyCart, automatically linking to their SmartBand or Wristband.



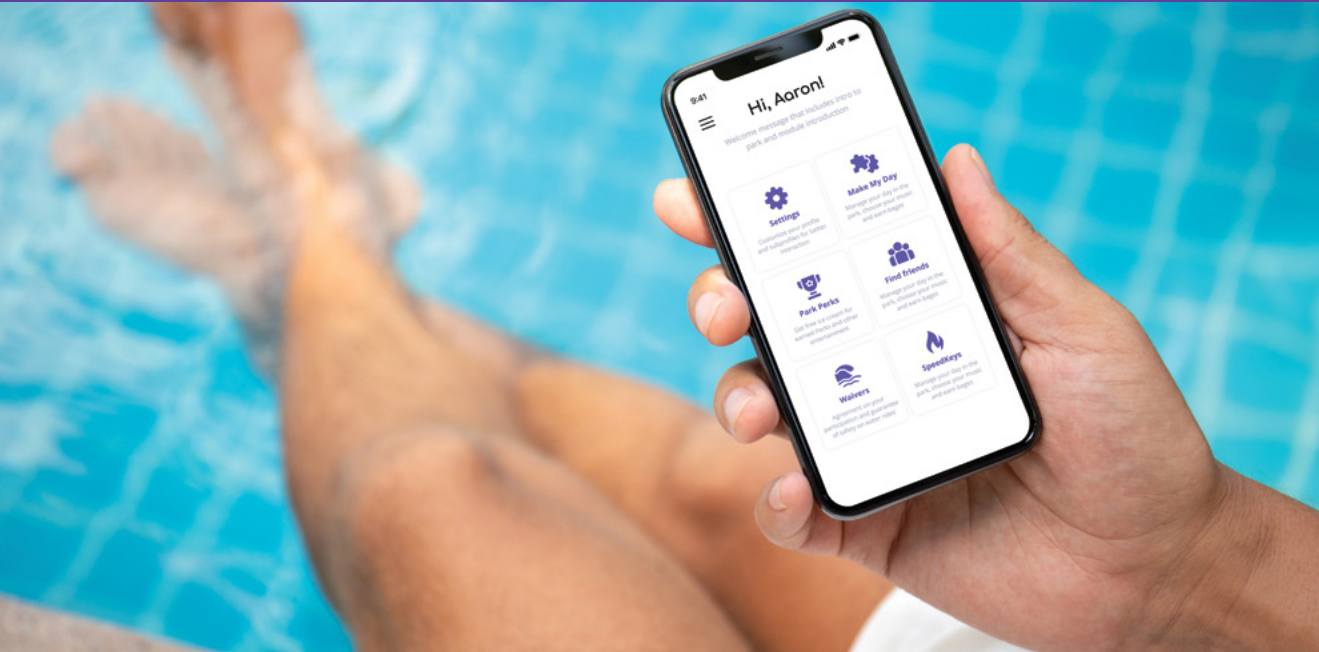
Flexibility and Adaptation are Key

By allowing guests to make purchases through their mobile devices, the need for physical queues at stores and restaurants is reduced. You can easily update offers based on supply and demand and make it super easy for guests to browse features and prices.



Better Experiences and Sales

Guests can easily browse and purchase items from anywhere within the park or resort, enhancing their overall experience. Boost impulse purchases and overall sales by providing guests with an easy way to buy souvenirs, tickets, and other products.



It is a One-Stop Shopping

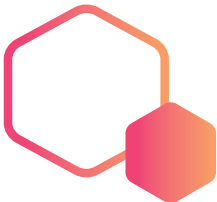
Guests can seamlessly integrate their e-commerce activities with other digital experiences, such as booking rides, viewing park maps, and planning itineraries.

Making everything easier and more convenient for guests so they spend more at your venue. These elements work together to generate new avenues of revenue.

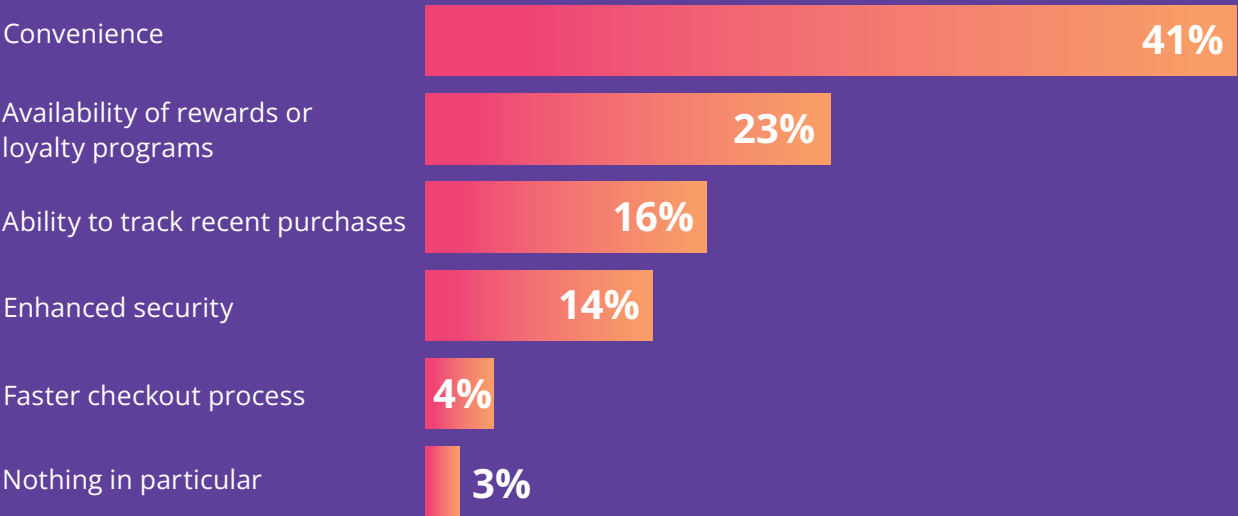


Our revenue driver components deliver precisely what your guests and operations need

- Convenience
- Enhanced Security
- Shared Access
- Purchase Power
- Reduced need for refunds
- Flexibility and adaptation
- More and better sales
- One-stop shopping
- Personalization
- Integrated Experiences
- Reduce Queues
- Accessibility



What influences consumers to use digital wallets?





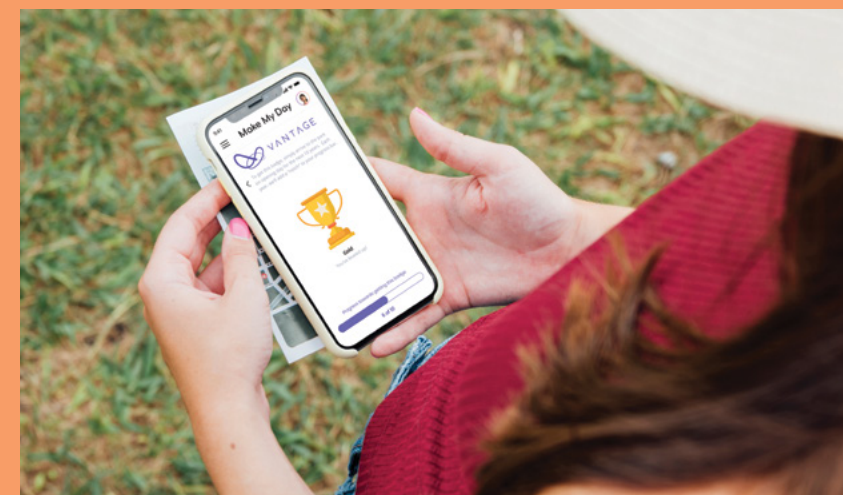
Elevate Guest Experience

We offer a variety of components designed to boost guest engagement and maximize satisfaction, which drives 5-star reviews on social media and repeat visit.



It is more than a standard loyalty program. It is a gamified motivation program where guests earn points by engaging with activities. Those points can be exchanged for products, entitlements and discounts.

- Every action matters: To encourage guests to use underutilized areas, you can reward them with more points for visiting those spots.
- Dynamic Crowd Control: guests are evenly spread out across your venue. For example, less crowded attractions mean more points for the guest
- Guests will engage with your brand like never before, ensuring return visits and higher per capita revenue.



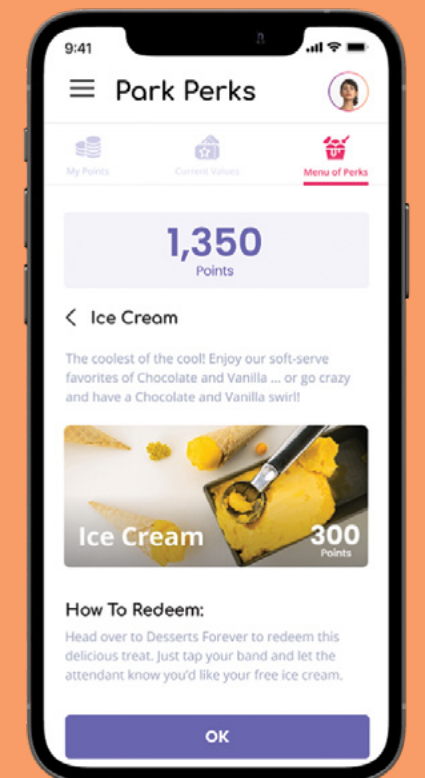
Rewarding For Guests and Efficient For You

Points system is configured using business rules to motivate guests to do things – For example, come back to the park or purchase more F&B.



Points Create Joy in-between and Make Guests Come Back

Without realizing it, guests will become loyal to your brand and enjoy every activity like never before.

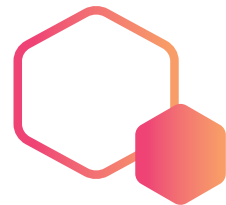
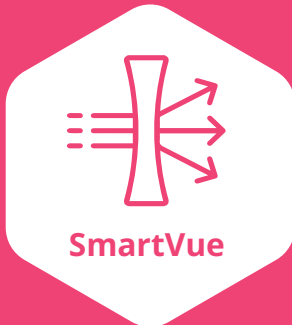




Enhance Operational Efficiency

We provide components to improve operational efficiency and safety at your venue, reducing friction in the guest experience and retaining staff throughout the season.

Create a space filled with smiles at your venue, ensuring that content staff result in even happier guests.



Take the pressure off your team and minimize human error with automated access control

- SmartControl offers the ability to integrate with ticketing and access control systems for unified reporting. Using FlexConnex (see page 40) integration components, the Vantage platform connects to other systems to enhance experiences for both guests and frontline staff.
- The resulting reports simplify the reconciliation of attendance, revenue, and access information for your back-of-house staff.



Seamless Integration

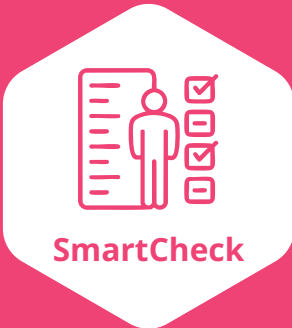
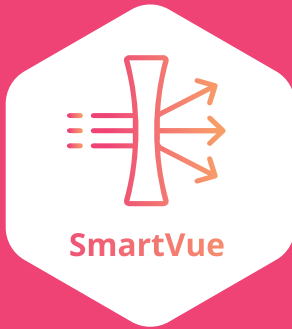
This wristband can be tapped or a QR code scanned to gain entrance to the purchased entitlement.



Staff Empowered

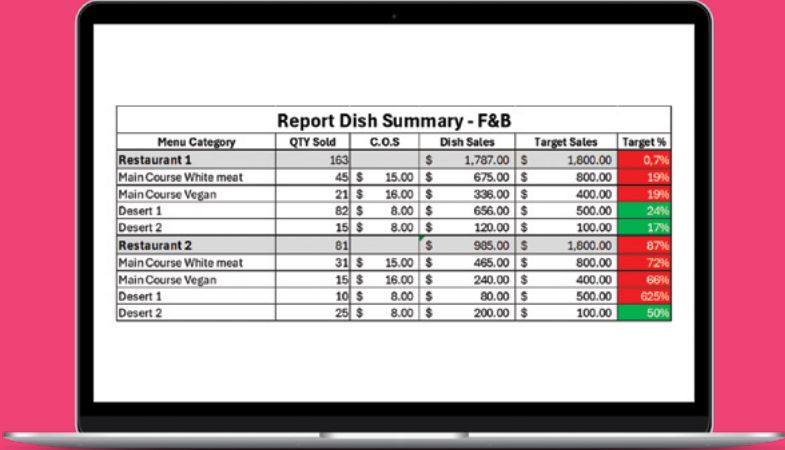
The system surfaces key information for staff members on each and every guest they come into contact with, so they can provide white-glove, world class service each and every time. SmartControl allows the redemption of entitlements from the MyCart component. As guests use the shopping cart, they utilize the SmartPay tokenized credit linked to their media, such as a wristband.

Create a space filled with smiles at your venue, ensuring that content staff result in even happier guests.



A user-friendly dashboard for your management team to act on reliable data

- A report is an automated Excel or CSV file that can be downloaded or emailed regularly, like a traditional end-of-day report
- A dashboard is designed for larger audiences, showcasing key performance indicators or metrics to track progress
- Visualizations allow for data manipulation and filtering, enabling detailed analysis for meetings, budget reviews, or guest satisfaction assessments.



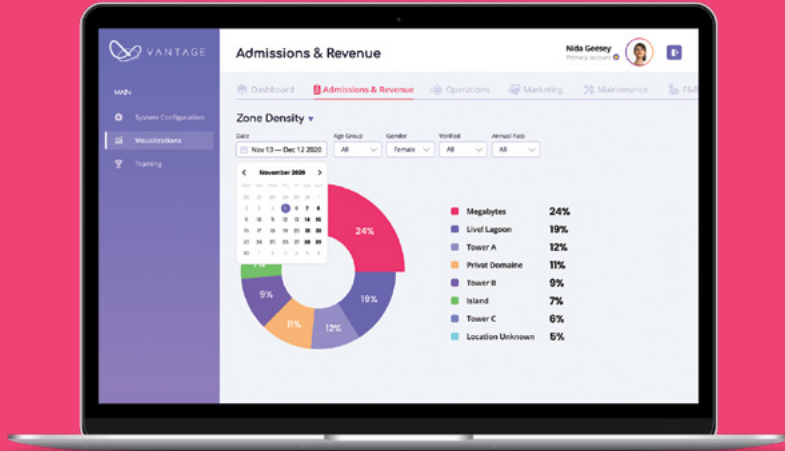
Report

The report is an Excel file with raw data that the operator can download at any time and customize as needed.



Dashboard

It's highly visual and typically not filterable



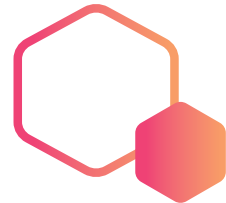
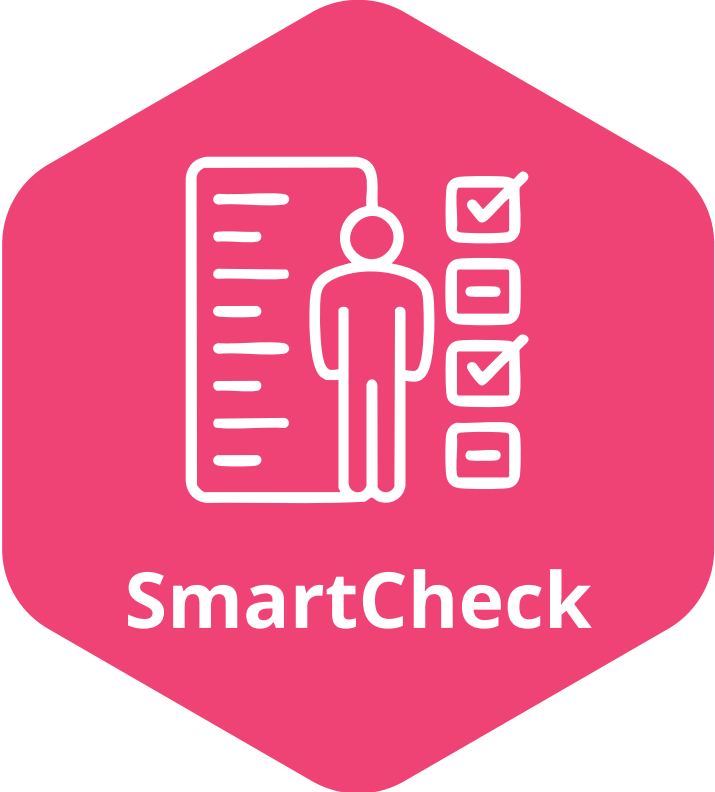
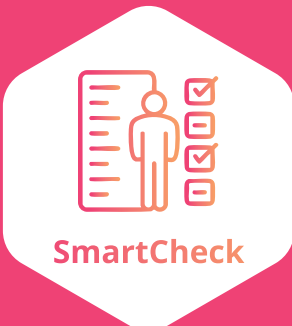
Visualization

This helps in understanding and explaining the data effectively.

New Features Now Live for 2025

Vantage stays ahead by adapting to market needs and the latest technology.

Create a space filled with smiles at your venue, ensuring that content staff result in even happier guests.



A smarter approach to guest verification

Vantage SmartCheck is an advanced guest verification system designed to enhance operational safety, efficiency, and guest experience.

How SmartCheck Works

SmartCheck simplifies and automates the verification process, eliminating the need for manual checks and physical measurement stations. Guests input their height and weight details digitally before arriving at the park. This information is securely stored and seamlessly integrated with the park’s system. Before each ride, SmartCheck automatically displays guest eligibility on staff tablets, ensuring quick and accurate verification.



Why Choose Vantage SmartCheck?

SmartCheck transforms the way operators handle guest verification, improving both staff efficiency and the overall guest experience. By digitizing the process, SmartCheck eliminates manual errors, reduces operational bottlenecks, and ensures a seamless, private, and reliable safety check for every guest.

The Challenges of Manual Safety Checks

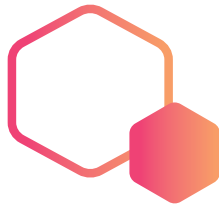
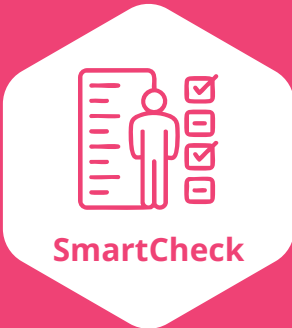
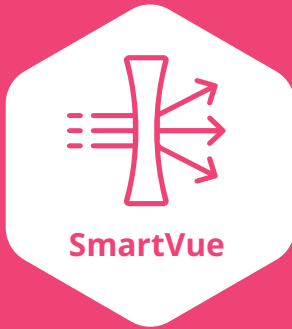
Without Vantage SmartCheck, operators face several challenges:

- **Human Error** – Relying on visual checks increases the risk of mistakes.
- **Inefficiency** – Manual measurements at ride entrances slow down the process, causing delays and frustration.
- **Guest Discomfort** – Public height and weight checks can lead to awkward experiences.
- **Safety & Compliance Risks** – Inconsistent enforcement of safety criteria can result in legal disputes and increased liabilities.

Key Benefits:

- **AUTOMATED & ACCURATE**
Reduces human error with digital height and weight verification.
- **FASTER OPERATIONS**
Eliminates slow, manual checks at ride entrances.
- **GUEST PRIVACY & COMFORT**
Removes the need for public measurements.
- **SEAMLESS STAFF SUPPORT**
Real-time verification on staff tablets improves efficiency.
- **SAFETY & COMPLIANCE**
Ensures consistent adherence to ride safety requirements, reducing legal risks.
- **FULLY INTEGRATED**
Syncs with guest profiles for a personalized and streamlined experience.

Create a space filled with smiles at your venue, ensuring that content staff result in even happier guests.



Ditch the paper, track with precision

Seamlessly connected to guest profiles, WaiverVue ensures every waiver is digital, trackable, and tailored to individual needs—because compliance should be as transparent as your operations.

What is Vantage WaiverVue?

Vantage WaiverVue is a digital waiver management system designed to enhance guest safety, streamline operations, and simplify compliance.quick and accurate verification.

How it works

Guests can complete and sign waivers electronically before arrival or on-site, ensuring seamless record-keeping and adherence to safety protocols. This paperless solution reduces wait times and allows staff to easily verify waiver completion, improving both efficiency and the guest experience.



Why Choose Vantage WaiverVue?

With WaiverVue, every waiver is seamlessly linked to a guest's profile, enabling smart, automated compliance rules. For example, a minor's waiver can automatically expire when they turn 18, prompting them to sign a new one—ensuring up-to-date legal coverage without manual oversight.



Key Benefits:

- FULLY DIGITAL & PAPERLESS
No more stacks of paper or manual filing.
- TRACKABLE & COMPLIANT
Waivers are securely stored and tied to guest profiles for easy validation.
- GUEST-FRIENDLY
Simple, seamless digital signing before arrival or on-site.
- EFFORTLESS MANAGEMENT
Staff can quickly verify waiver status in real time.
- OPERATIONAL EFFICIENCY
Streamlines processes and reduces check-in times.
- SMART DATA INTEGRATION
Enables automated rule-based waiver expirations and renewals.

Vantage WaiverVue isn't just a waiver system—it's a smarter, more efficient way to manage guest safety and compliance.

Challenges of Waiver Management Without Vantage

Without Vantage WaiverVue, operators face:

- Cumbersome Paperwork - Physical waivers are difficult to manage, file, and track.
- Disconnected Digital Waivers - Many digital waiver systems store waivers in a static database, without linking them to a guest profile for easy tracking and validation.

It's a win-win

Each feature offers a set of benefits based on different needs inside your business

	 SmartPay	 SmartNotify	 MyCart	 MyPerks	 SmartControl	 SmartVue	 SmartCheck	 WaiverVue
IT Team	<ul style="list-style-type: none">Enhanced SecurityVenue DigitalizedReal-time InformationStaff EmpowermentSystem IntegrationEasy to ImplementMinimal Hardware Required	<ul style="list-style-type: none">No Hardware NeededEasy IntegrationEasy Implementation	<ul style="list-style-type: none">No Hardware NeededEasy IntegrationEasy ImplementationDigitalized Guest Journey	<ul style="list-style-type: none">No Hardware NeededEasy IntegrationEasy ImplementationDigitalized Guest Journey	<ul style="list-style-type: none">Smarter VenueAutomated Access ControlSafety	<ul style="list-style-type: none">Process AutomationEasy-to-Use DashboardsAll-in-One SystemVenue Full Integrated	<ul style="list-style-type: none">Automation	<ul style="list-style-type: none">Digital WaiverTrackable, CompliantData protectionStreamline Processes
Finance Team	<ul style="list-style-type: none">Reduced Need for RefundDebit direct the credit cardProcess Modernization	<ul style="list-style-type: none">More SalesUpsell and Cross-Sell ProductsInventory Optimization	<ul style="list-style-type: none">New Revenue StreamMore SalesUpsell and Cross-Sell ProductsInventory Optimization	<ul style="list-style-type: none">Loyal GuestsReturn VisitMore Season Pass Holders	<ul style="list-style-type: none">Resources OptimizationEasy to Use Reconciliation Reporting	<ul style="list-style-type: none">User-Friendly DashboardsAll-in-One SystemEasier Accounting ProcessReliable and Organized DataEasy to Convert to Any Format Like Excel File	<ul style="list-style-type: none">Automation	<ul style="list-style-type: none">Streamline ProcessesTrackable
Operations Team	<ul style="list-style-type: none">Reduced need for refundConvenience for guestsFewer complaintsStaff EmpowermentAutomated Process	<ul style="list-style-type: none">Inventory Optimization	<ul style="list-style-type: none">Fewer QueuesInventory OptimizationGuest EmpowermentEasier to Plan AheadFewer Staff Needed	<ul style="list-style-type: none">Guest EngagementMove People Around the VenueFewer Queues	<ul style="list-style-type: none">Staff EmpowermentStaff RetentionVenue ControlAutomated Access ControlSafer Venue	<ul style="list-style-type: none">Reliable DataEasier Decision Making ProcessEasy-to-use DashboardsAll-in-One SystemProcess AutomationIntegration	<ul style="list-style-type: none">AutomationAccurate VerificationReduce mistakesGuest SafetyFaster Operation	<ul style="list-style-type: none">Streamline ProcessesDigital WaiverTrackableStaff EmpoweredAutomationReliable Data
Marketing Team	<ul style="list-style-type: none">Convenience for guestsBehavioral Data CollectionReal-time dataVenue ModernizationFamily shared accessPurchase power	<ul style="list-style-type: none">PersonalizationEmotional Connection with GuestsNew Marketing Channel (before, during, and after the visit)Upsell and Cross-Sell Products	<ul style="list-style-type: none">New Revenue StreamDigitalized Guest JourneyIn-App ExperienceUpsell and Cross-Sell Products	<ul style="list-style-type: none">Brand LoyaltyReturn VisitsBrand PowerGuests Engaged5-Star Reviews	<ul style="list-style-type: none">More Safety for GuestsGuest Empowerment	<ul style="list-style-type: none">Reliable DataEasier Decision Making ProcessEasy-to-Use DashboardsAll-in-One System	<ul style="list-style-type: none">Guest SafetyGuest Privacy	<ul style="list-style-type: none">TrackableDigital records about the guest

How it all works together

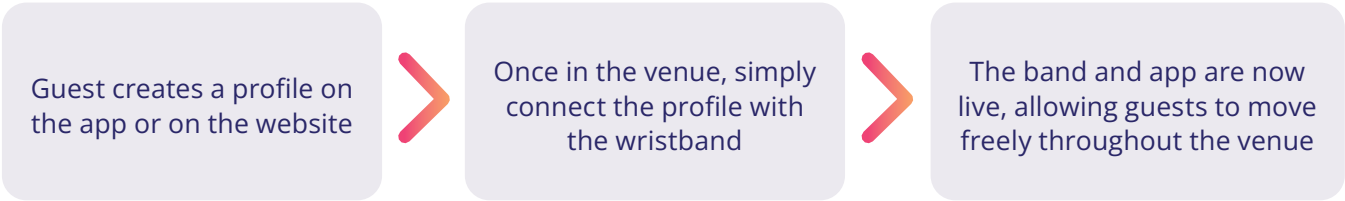
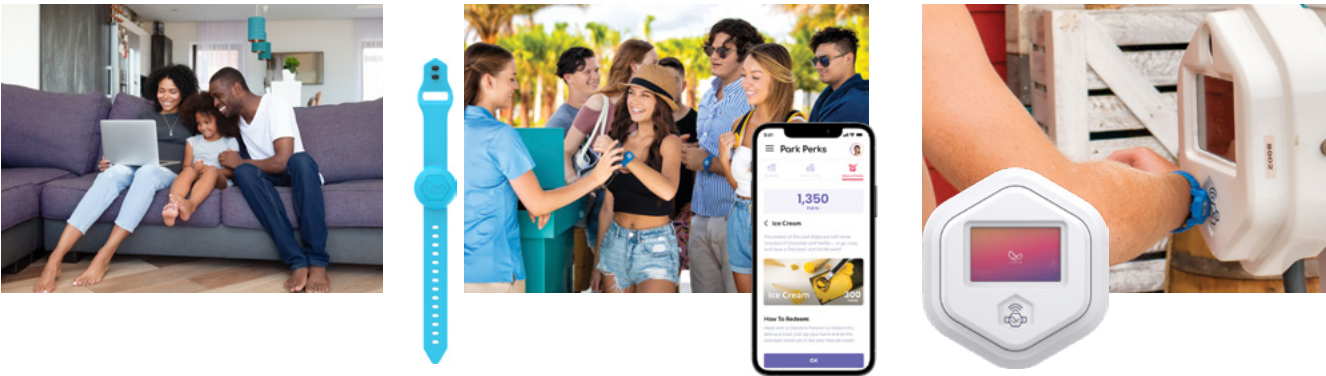
We understand every guest as an individual. To ensure a seamless experience, the guest profile is placed at the heart of the journey.

Vantage's core features are built on a technology framework that allows you to access your data and integrate with other providers, simplifying venue management.

Core Dependencies

The system's foundation relies on essential components for any challenge and contract:

- App
- SmartVue and Vue 360
- Licensing fees



The powerful algorithms track and action the guest's preferences and provide personalized journeys.

MAXIMIZING GUEST EXPERIENCE



Know how your venue is operating in real-time from queues to F&B spending and make decisions based on facts and tendencies.

MAXIMIZING OPERATOR EFFICIENCY



Integration is crucial for success

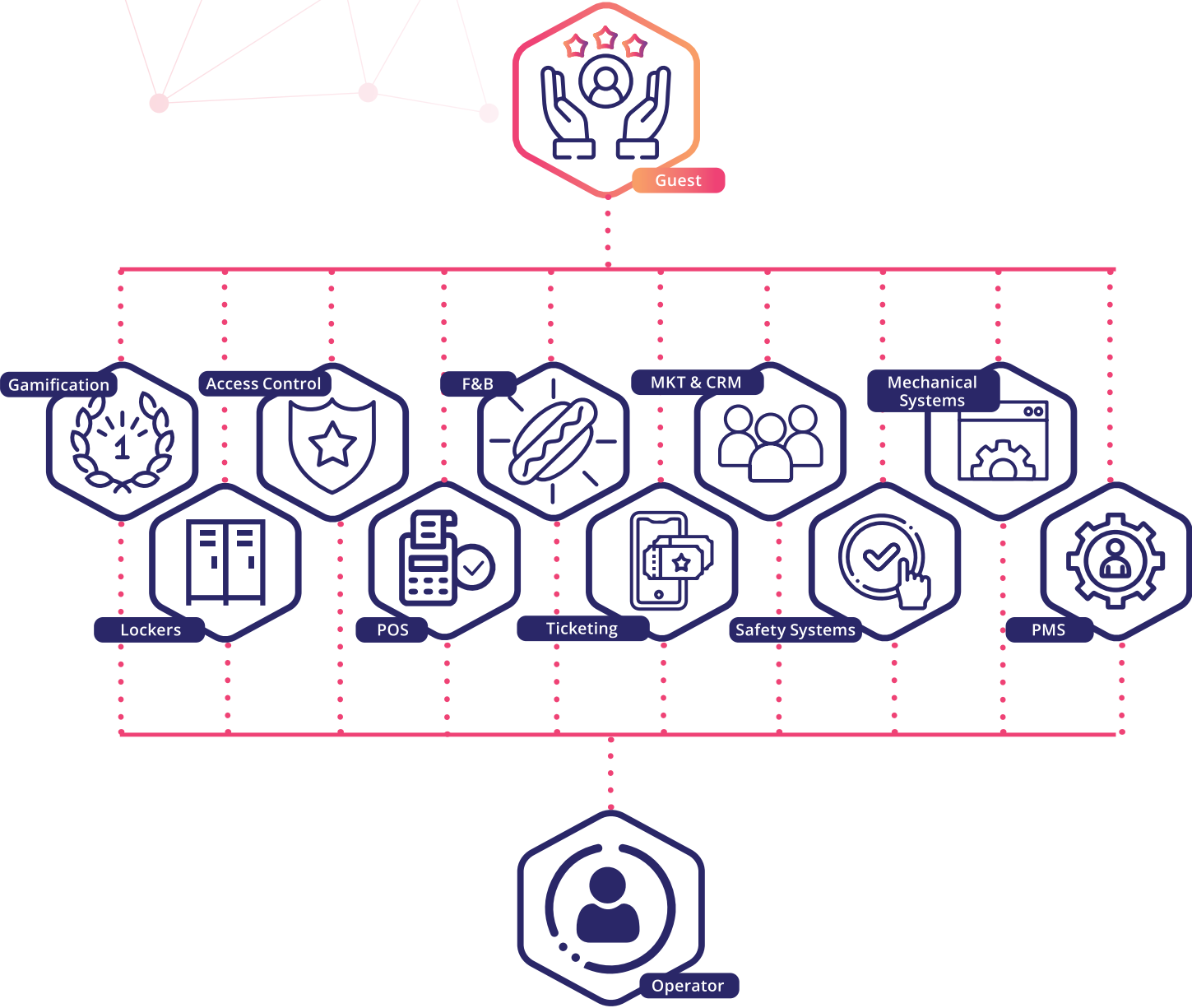
Our FlexConnex solution seamlessly connects your current vendors into a unified system.

By unifying these touchpoints, you can unlock a new level of understanding that will empower you and your guests. It will facilitate the decision-making process of your business and create a new level of experience for your guests.

FlexConnex also creates a set of processes that are easy to implement and follow.

How does it work?

1. Link guests to a single account for cashless payment, F&B, facility access, lockers, and more!
2. The interface is user-friendly for both operators and guests. To enhance efficiency, different permission levels are assigned based on role—managers and staff. These can be accessed from anywhere, whether on an app or a computer.
3. It's about providing real-time information and valuable insights to make informed short-, mid-, and long-term decisions, maximizing both operational efficiency and revenue potential for your venue.



Upgrade path to other components and hardware

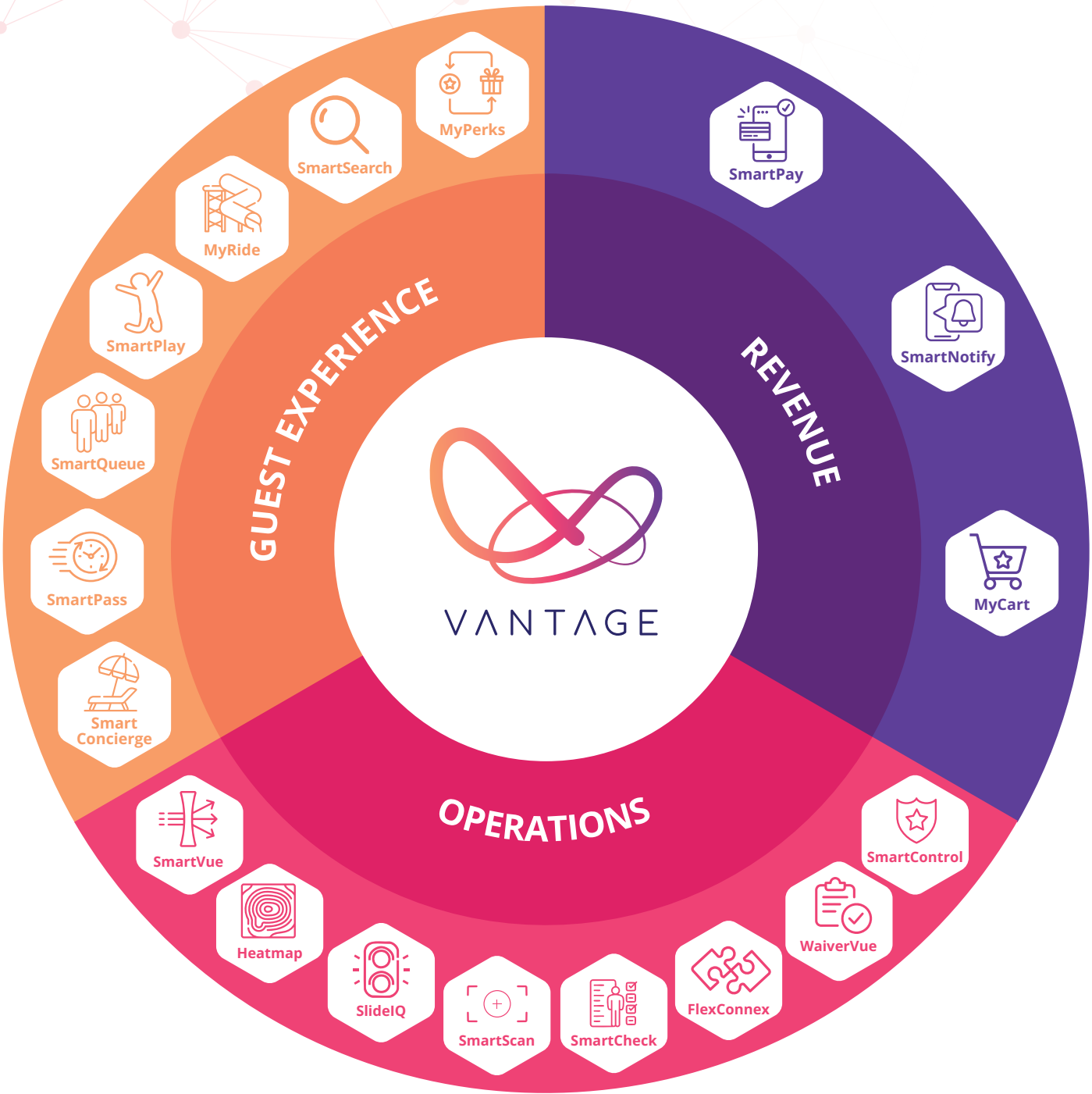
It grows with you - opportunities beyond the foundational features

VANTAGE FOUNDATIONAL FEATURES

- **SmartPay:** Cashless Transactions & Tokenization
- **SmartNotify:** Personalized Push Notifications
- **MyCart:** E-commerce
- **MyPerks:** Loyalty Program, Perks and Points
- **SmartControl:** Access Control
- **SmartVue:** Dashboards & Business Analytics

NEW RELEASES

- **FlexConnex:** Integrations
- **MyRide:** Ride Personalization
- **SmartSearch:** Find friends and family
- **SmartPlay:** Gamification
- **SmartQueue:** Fast Pass
- **SmartPass:** Season Passes Preferences & Ticketing
- **SmartConcierge:** Personalized recommendations
- **Heatmap:** Real-time Insights and visualization
- **SlideIQ:** WhiteWater's Advanced Dispatch System, Powered by Vantage
- **SmartScan:** 24-hour automated site check
- **SmartCheck:** An advanced guest verification system
- **WaiverVue:** Capture digital waivers from guests



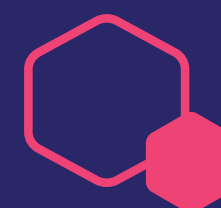


Your partner in success

Backed by WhiteWater's 40+ years of industry expertise and a team of technology experts, Vantage delivers a seamless blend of hardware and software that amplifies every moment of the guest experience. The venues WhiteWater has served for decades all share a basis for their success, the experiences they provide make guests happy so they stay longer and spend more.

Our commitment to creating joy that drives business success earned us top industry recognition in 2022, including the Impact Award and the Best New Product award at the Brass Ring Awards.

Vantage was born with a vision of 'smart parks' of the future where attractions are shaped to individual guest preferences and experiences are unique because they are personalised. The future is here with Vantage. Winning the Impact award is recognition of that vision of parks responding to guests brought to life.



Together we can create JOY

By removing pain points and adding personalization each moment is a little better and that adds up to a much better day, one worth raving about.

Vantage is here to help attractions and leisure venues meet their guest's highly personalized expectations, which have evolved because of the digital and always-connected world we live in.

The intuitive interface helps guests make the most of their day and gives the operator insights that help them drive ROI as well as rave reviews

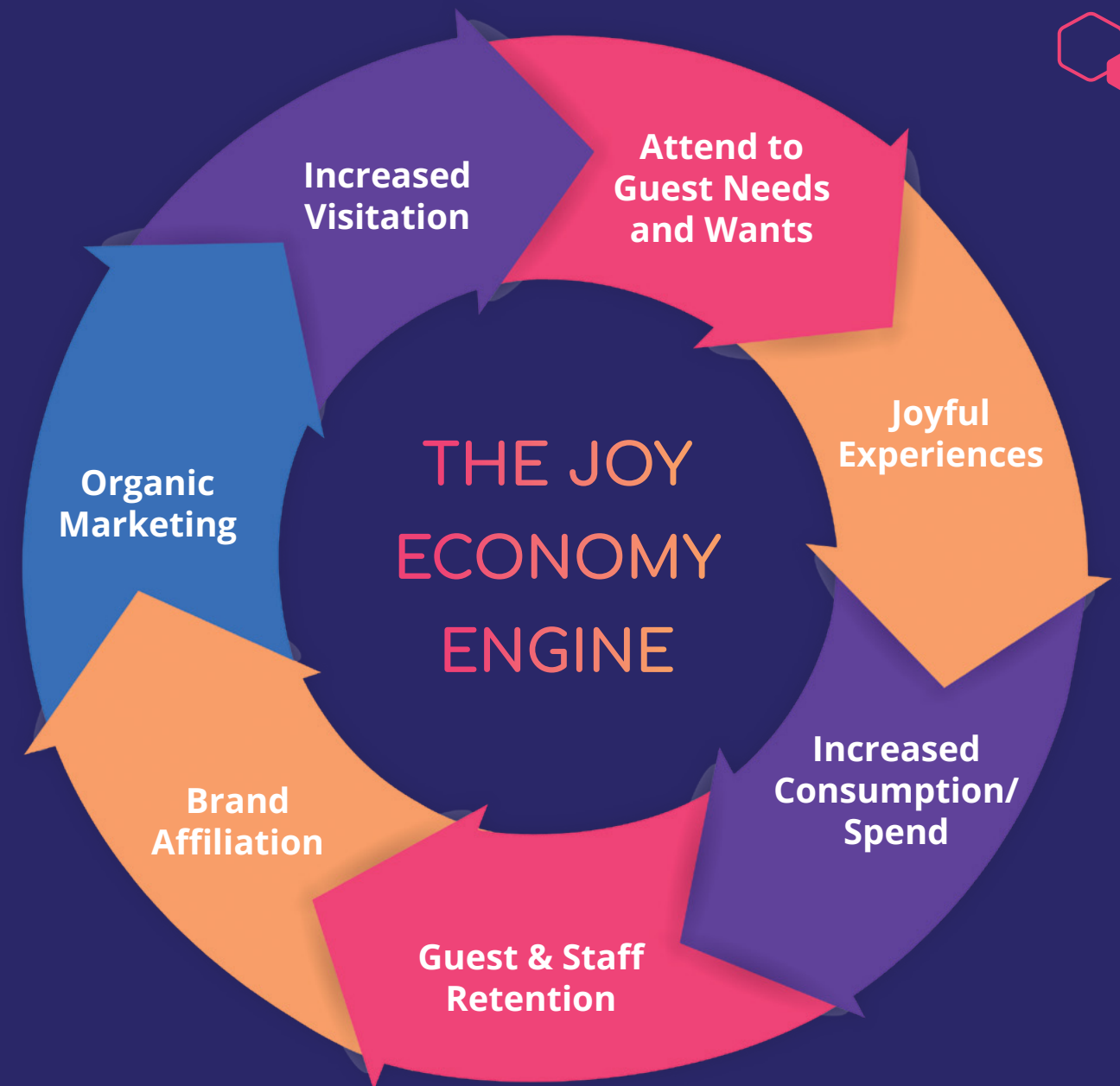
The ROI can be achieved in the short term and even better profits for the long-term.

Vantage unifies your current technology systems and adds a new layer of insight that unlocks game-changing capabilities.

Our role goes beyond the technology and together we will help your business to start the Engine of the "Joy Economy" where the guest's joy and the operator's benefits are maximized and your business thrives.

We'll show you how focusing on delivering joy unlocks the virtuous cycle of the joy economy engine: Happy guests spend more.

The result is optimized revenue, improved operational efficiency, and unparalleled guest experience.



Smarter Venues

Vantage is guiding venues 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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