

Splash Cash[®]



Photo inserts courtesy of Hyland Hills Water World



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—Bob Owens
Assistant Manager
Hyland Hills Water World

RFID Wristbands Make Waves at Hyland Hills Water World

**CASHLESS
PAYMENT
CASE STUDY**

Precision Dynamics Corporation's (PDC) patented Smart Band[®] RFID (radio frequency identification) Wristbands are making waves at Hyland Hills Water World in Federal Heights, Colorado—the largest community owned and operated outdoor waterpark in the United States. Millions of consumers worldwide already use contactless payment to pay for all types of purchases, and now waterparks are taking the plunge into this new technology.

Replace Cash with Convenience

The latest buzz in waterpark payment applications, PDC's Cashless POS (point-of-sale) Solution is fully integrated consisting of RFID wristbands and readers at POS stations throughout the park. Guests at Water World can easily load money onto their "Splash Cash[®]" RFID wristbands using cash, credit, or debit at any POS terminal.

"The RFID wristbands offer our guests a convenient and 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," says Bob Owens, Hyland Hills Water World Assistant

(Continued on back)



"We've gained a positive ROI during our first year and expect it to be even greater as we continue to streamline the system."

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Assistant Manager
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(Continued from front)

Manager. "We've also gained a positive ROI during our first year and we expect it to be even greater as we continue to streamline the system."

The process of loading money onto the wristbands is simple and fast. Guests can go to any POS locations throughout the park to load money. Any data, particularly personal data, stored on the RFID chip can be encrypted, preventing unauthorized users from reading the data which can only be read by RFID readers programmed specifically for a venue's application.

"Guests' credit card account information or personal data is not stored on the band. That information is kept on our server for added security," explains Owens. "Essentially, the only readily available information on the band is the dollar amount that has been allocated by the guest to use throughout the park."

Water World also offers season passes (Splash Passes) in the form of plastic cards which can be upgraded to include the Splash Cash RFID cashless payment technology. The upgraded Splash Pass cards are preloaded with dollar amounts when guests purchase them. Splash Cash cards and wristbands can be linked to Water World's customer loyalty program which is used to offer promotions to customers.

"Splash Cash has been a great hit," comments Owens. "It's great to be able to offer deals to our return customers. They truly enjoy the added convenience of the wristbands and preloaded cards, and we continue to receive positive feedback from all our guests."

Benefits Aplenty

Both guests and venue operators benefit from the use of RFID-enabled technology for cashless payment. Guests no longer have to carry cash, a wallet, or a purse while at the waterpark. The wristbands are not vulnerable to damage caused by pool chemicals, water, sunlight, or stretching.

The system's ease-of-use, speed, and convenience are key advantages for guests, creating shorter lines and faster transactions at all POS locations. "Guests' experience and



satisfaction are enhanced using PDC cashless payment technologies allowing them to focus more time on having fun together with friends and family," says Owens.

Park operators benefit from increased per cap spending and breakage—unspent credit left on wristbands after guests leave the park—which in turn helps increase overall sales revenue. The system can also gather customer and purchase data which is valuable for targeted marketing and promotional purposes.

The following chart lists some of the key benefits of using the PDC Cashless RFID POS Solution:

Guest Benefits	Venue Benefits
Speed	Increased Throughput
Convenience	Increased Sales
Ease of Use	Improved Operational Efficiency
Enhanced Experience	Enhanced Customer Satisfaction
Improved Customer Satisfaction	Better Customer Information

About Water World

Water World, one of America's largest family waterparks, is located 15 minutes north of downtown Denver, Colorado, on 64 beautifully landscaped acres. Water World is celebrating its 27th year of operation. For more information, visit www.waterworldcolorado.com.



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