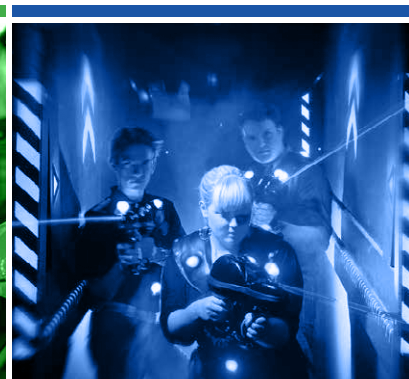# EMBED

MANAGEMENT SOLUTIONS

For Out-of-Home Entertainment

Helix Leisure

GLOBAL SOLUTIONS

The fast paced environment of any entertainment center demands a system built for performance, reliability and unmatched ease of use. Its feature set must be one grown from first hand experience, not speculation. Its focus must be locked on providing tools that increase revenue and reduce overhead.

Embed is a worldwide supplier of revenue management systems for the amusement, entertainment and leisure industries. As a leader in the market, Embed delivers a well rounded application designed to manage all areas of any entertainment facility. At Embed, our focus is on enhancing site revenues through the use of cashless payment systems, value-added packages, guest membership and loyalty programs, full redemption management, access control, integrated and automated reporting to provide operators full control of their locations.

A Helix Leisure Group Company

Helix Leisure offers out-of-home entertainment operators technology-driven products and services that result in a fantastic on-site consumer experience.

Today's young consumers have high expectations for seamless and elegant user experiences whenever they leave their homes.

By offering location operators a full portfolio of revenue management systems, point of sales solutions, debit card and ticketing solutions, business intelligence reporting, redemption counter solutions, mobile services, electronic locker systems, and amusement and arcade games, we are able to deliver a high level of satisfaction across many consumer touch points. Operators don't need to take on operational complexity and risk dealing with a patchwork of individual suppliers and service providers.

By helping operators deliver on the promise of seamless and elegant user experiences for their customers, Helix Leisure delivers on its mission of Powering Out-of-Home Entertainment. We've built our reputation over the course of more than 55 years in the business as part of the Leisure & Allied Industries (LAI) group, and pair our innovative products and services with unparalleled industry know-how and a reputation for integrity with our partners.

Technology and innovation have long been the hallmark of Embed, LAI Games, and The Locker Network. Embed set the global standard for user interaction by creating the first color-changing card reader "Color-Glo™". Along with LAI Games and The Locker Network, Embed continues to innovate through its broad network of globally positioned offices, in-house development, design and manufacturing, creating a truly integrated group leading the growing "Out of Home Entertainment" market.

EMBED   **LAI GAMES**   **THE LOCKER NETWORK**

Powering Out-of-Home Entertainment

MANAGEMENT SOLUTIONS

A fully integrated system that solves complex problems, yet remains easy to use, with functions designed to satisfy all operators of entertainment facilities. Easily manage a variety of activities in your location with the one solution, including access control of rides and attractions, food & beverage sales, retail items, machine and player tracking, loyalty programs, paper and electronic ticket redemption, prize management and much more.

SOFTWARE

Point of Sale - Fully customizable applications for register, mobile and kiosk sale-points. Upsell features for card and promotional packages, food, beverages, games and more.

Redemption Pro - Improve guest service, increase staff efficiency and manage your prize inventory.

Cashless Payments - Drive revenue through promotions and upselling, yet reduce cash handling on the floor with the Embed Debit Card System.

MOBILE

emPOS - Handheld Point of Sale application for use on iPhone or iPod Touch products, allowing multiple point of sale functions and attraction access.

HARDWARE

Color-Glo HD Swipers - A complete "All-In-One" Solution within the swiper. A full color 3" LCD display, with built in wireless, dual-head card reader and simplified connectivity.

Embed Access Control - Control access and admission to indoor/outdoor rides, attractions and entry gates.

Wireless Data Capture - The ultimate device for total security, real-time data gathering and collection of UK gaming machines.

Player Tracking - Learn how you can increase revenue; by intelligently tracking player spend on gaming machines.

IN STORE

Full Service Kiosk - For unattended sales of new cards, packages and reloads. Capable of accepting coins, notes and credit cards.

"My Game Room revenue was up 11% last year. It's not whether you can afford Embed, it's whether you can afford not to have it."

Eddie Hamann, Managing Director
Andretti Thrill Park, USA

"Our recent installation of the Embed Card System was one of the most organized and professional jobs we've had done. It has been a pleasure to work with Embed and in just the first few months the savings have exceeded my expectations operationally."

Jason Jeffery, Owner
Lady's Mile, UK

"In our new concept we wanted to implement the full benefits of a cashless play card system right from the start. The first equipment we purchased, even before any of the games, was the Embed system."

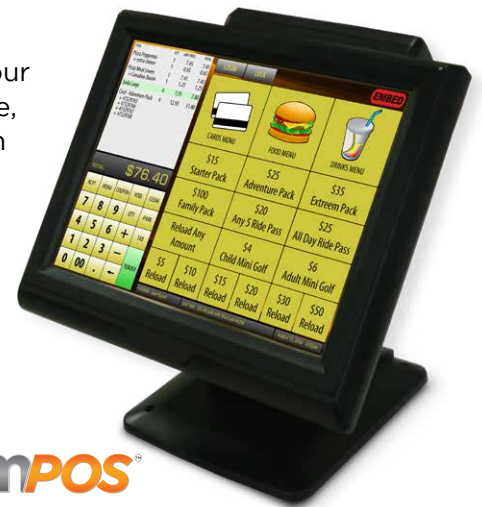**Roger Tubée, Owner**
Gamestate, Netherlands

SOFTWARE

Point of Sale

The Embed POS "emPOS" is the customer's gateway into your business. With a friendly, intuitive touch screen interface, it encourages your staff and customers to engage through the sales process, making the art of up-selling and products packaging simple. With features such as customizable product menus, games management, and system messages in a modern interface, it centralises the management of your operation within a single application.

- Sell cards, admission, food, merchandise and combo products from same interface.

- Manage multiple payment types.

- Split tender & Quick tender options.

- Manage Deferred revenue.

- Capable of accepting multiple currencies.

Redemption Pro

Redemption Pro by Embed allows you to restore order and control to one of the more chaotic areas of any entertainment facility... the redemption centre. With Redemption Pro, your employees can assist multiple guests at once, improving employee productivity and enhancing the level of guest service provided.

Further, up to four employees can work from one Redemption Pro terminal which minimizes your investment and reduces the amount of clutter at the counter.

Countless hours of manual inventory entry becomes a thing of the past as Redemption Pro supports electronic packing lists from the leading redemption supply companies. For those looking for only a redemption counter management system, Redemption Pro is available as a stand-alone system and is fully integrated with ticket eaters.

- Reduces wait time and improves guest service.

- Ability to assist numerous guests at one time.

- Reduced hardware cost as multiple employees can work from one station.

- Can be operated as a standalone application.

- Compatible with the industry's leading brands of ticket eaters (allowing dual mode, e-ticket or voucher print functions).

Cashless Payment

The Embed System is designed to simplify traditional methods of transacting through tokens, coins or tickets with a wristband or plastic swipe card. Guests can reload with additional credit at any emPOS terminal, kiosk or mobile point of sale at any time.

The operator benefits from marketing and upselling opportunities, reducing operating costs, cash handling and improving staff control.

• Increase revenue opportunities with flexible pricing, time-play, combo packages and
  group promotions.

• Optimize marketing efforts by tailoring loyalty programs with a variety of configurable
  bonuses and offers, to reward customers who spend more.

• Reduce staffing cost and increase efficiency by eliminating opportunities for theft
  of cash and tickets.

• Eliminate cash collection processes and simplifying reporting and data consolidation.

• Stay informed with real time information, alerts, data export and automated reports.

MOBILE

emPOS

emPOS mobile point-of-sale allows for proactive sales direct to the customer. Get out from behind the register and engage with the customer with emPOS. Designed to be used with the cost effective iPod Touch or iPhone hardware and optionally fitted with a Ruggedized case to introduce barcode scanning, Card Swiping and Credit Card Payments*. Includes great features such as:

• Virtual Swipers – For attended access control and payment for
  your indoor and outdoor games, midway and attractions.

• Rapid Reload – For queue busting and floor sales.

• Swiper Maintenance – A great tool for staff to manage card
  swipers connected to all your games and attractions.

• Card Maintenance – Equipped so you can provide customers
  with discrete details about their card history and balances.

Credit Card Payments feature only valid where merchant integration is available.

HARDWARE

Card Readers with "AIO-Technology"

Embed were the inventors of the original color changing card reader which has become the industry standard that all systems now follow.

Embed's "Colorglo-HD" readers allow operators to change the LED colors and patterns to suit games and attractions. These vibrant colors and lighting effects allow customers to quickly identify different game types or special promotions. Colors also change when the customer interacts with the reader providing easy recognition of game functions. Combined with the LCD panel for text and images, this ensures the operator has a variety of ways to communicate with customers.

As a cost effective alternative, the emBOLD reader offers the same great features of All-In-One technology found in the Colorglo-HD, but replaces the LED effects with a bright neon coloured case. This allows operators to access the full features of the Embed system while managing their initial investment costs.

Both ColorGlo and emBOLD Readers can be purchased "Contactless-Payment-Ready" or alternatively be upgraded by the optional "PlayWave" upgrade kit from Embed. Embed readers are unique in accepting both contactless "tap" payment as well as traditional "swipe" payments. This feature affords great VIP and loyalty opportunities through the smart use of both swipe and tap cards to differentiate between customer or card types.

Embed Access Controller

The Embed Access Controller restricts game and area access in your facility and connects to standard Embed wireless networks without any modifications. It is compatible with a wide variety of turnstiles, gates and other entry controls.

- Indoor / Outdoor compatible.
- Stainless Steel enclosure.
- Both Barcode and Contactless compatible.
- Eye catching super-bright ColorGlo animation, designed for outdoor use.
- Optional pole or wall mounting kit available.

Wireless Data Capture Control

The most widely used device in the "Playsafe" range of products is the wireless Data Port Controller. This Wi-Fi based capture device is designed to allow customers to go beyond just capturing revenue information from gaming machines. A plug-in module extends the capabilities to player tracking with real-time statistics about both machines and players.

- Machine Status Identification.
- Coin and Note Acceptor Monitoring.
- Machine Fault Reporting.
- Float Level Reporting.

IN STORE

Full Service Kiosk

The Embed Full Service Kiosk allows for unattended sales and reloads of cards and is engineered for the rugged environment which it serves. Guests can view play history, card balances and register their card for protection against card loss or theft. Units can be configured to accept coin, bills and credit cards as acceptable forms of payment. The Kiosk can also be supplied in Embed's popular "emONE" configuration, which allows small sites of 40 games or less to operate their entire operation off the specially configured kiosk with its built-in server and wireless communications. This removes the need for network cabling and back-of-house IT systems, bringing the complete package together as a cost effective, self-installable solution.

Applications
• Purchase New Cards, Reload Existing Cards.
• Sell Timed Play, Packages and Attractions.
• Customers Can Register Cards with Personal Details.
• Automatic System Alerts for Empty Card Stacker and Full Cash Box.
• View Card, Game, Redemption and Cash Transactions.

EMBED System Protection (ESP)

ESP is a hardware and software system that connects to the local network and is capable of monitoring both Embed and Windows environments. It collects data and periodically informs on the status of critically defined levels such as excessive usage of the CPU, reduced available disk space or increased size of database and many other parameters, proactively helping support staff to identify risks before problems occur. **No one protects your investment like EMBED.**

PROFESSIONAL SERVICES

After Sales Service & Support

At Embed, we view your system installation as the beginning of our relationship rather than the end. Embed Sales team identifies the Embed components that are best designed to address your requirements, and helps you to become familiar with all the features that are going to benefit your operation. Our Professional Service team works hand in hand with centre managers, location IT team and higher management team to deploy and set-up your EMBED system. Helps you to immediately obtain a higher level of control, and expand your revenue opportunities. Training is also a critical part of Embed installation procedures, and fuels your team with deep knowledge, ideas and suggestions for your operation and your marketing activities. Embed Support is then available any time for questions, clarifications, and cooperation with your operation team, to consistently help you receive maximum benefits from your Embed system.

With 5 dedicated sales and support centres in Australia, United States, Singapore, Dubai and the United Kingdom, Embed provides round the clock service to all corners of the globe. We know that "9 to 5" is for banks, not family entertainment centers. All Embed Systems are equipped with remote access abilities so we can provide support 24 hours a day, 7 days a week just as if we were on location.

"I joined Embed with the Redemption Pro Management system and after 1 year we expanded to the cashless card system. The Embed system has provided detailed reports and information to manage our business to target the players at the busy times to increase spend."

Nico Fernandez, Owner
Sportland, Belgium

"Using Embed Playsafe's leading edge technology enables Mecca to lead the way in meeting and exceeding our customers' expectations."

Mohamed Zabed, Head of Slots
Rank Group / Mecca Bingo, UK

"Embed has been installed across the whole portfolio of Fun City's in the MENA region. I fully believe the strategic decision to operate with Embed is absolutely the right one and will serve the business brilliantly in many ways. "

Silvio Liedtke, Chief Operating Officer
Fun City / Landmark Group, Middle East

"Embed's support and commitment to our success has been first-rate. Going ticketless was one of the best choices we have made."

Chris Mohrhardt, Co-Owner
Lucky Jack's, USA

A Helix Leisure Group Company

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Information, images and specifications contained herein are subject to change without notice.

SWIPE TO PLAY!

EMBED

www.embedcard.com

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