

EMBED

The very best in debit card technology.™



PRODUCT & SERVICE OVERVIEW

“Embed improved the experience in the FEC business so dramatically that it really elevated every piece of business we have done. I really believe it’s the card systems, and the leadership like Embed has provided that has shown the advancement of family entertainment centers to where they are today.”



Rick LaFleur
AMOA President and
Owner, I F LaFleur & Sons

embedcard.com

Get to know us.

Embed is a worldwide supplier of point of sale and revenue management systems for the amusement, entertainment and leisure industries. As a market leader, Embed delivers a well-rounded set of tools designed to manage all areas of your entertainment venue.

We focus on enhancing your gross revenues through the use of cashless payment systems, value added packages, guest membership and loyalty, full redemption management, access control, integrated and automated reporting to provide owners and operators full control of their facilities.

Our Dallas office has over 65 employees, including our expanded customer service team that provides assistance 24 hours a day, 7 days a week, year round. You're supported from America, by Americans.

Embed has a long track record of success in the amusement industry and has continually proven itself to be the benchmark for FEC and entertainment venue management solutions through our products, support and training.

Running your business shouldn't get in the way of actually **doing** business.

How do you make your business more **PROFITABLE?**

Whether you're new to debit cards or looking to upgrade your current system, Embed's range of products and services is engineered to help you generate greater profits. Operators want a system that works hard, but is easy to manage, so we design our systems for ease-of-use and real results that you can see on your bottom line.

1

INCREASE YOUR REVENUE

Our point of sale, together with our self-service kiosks offer a great deal more than comparable cash replacement systems. By combining the best of what you're selling into a creative range of attractive offers and upsell opportunities, you can maximize guest spending. Big percentage gains in top line sales are realistic.



2

REDUCE YOUR COSTS

Upgrading to Embed reduces and eliminates many manual handling functions within an entertainment facility. It shrinks your daily labor requirements, which immediately translates to instant savings and guest service improvements. This is backed up with comprehensive inventory management for your prizes and unmatched flexibility for electronic or dual ticket operation. Now you can manage and control many of your biggest operating costs.



3

GROW YOUR PROFITS

Embed is instrumental in the success of many entertainment venues around the world. It's been proven to reduce operating costs, help you make better investment decisions and drive your top line sales. It all equals bigger profits.

Learn more at embedcard.com or contact our sales team today!



The industry's MOST ADVANCED COMBINATION: TOOLKIT.™ + smartTOUCH™ + ((P))

Embed's products are designed for simplicity of use and offer the flexibility to integrate the technology that works for your venue. TOOLKIT's high-powered features drive revenue, streamline operations and reduce costs by maximizing the efficiency of daily tasks. Our smartTouch range offers more standard features than any other reader in the industry and Playwave™ provides the premium experience guests are looking for in an FEC.

Embed has always let the guest experience drive our technology, and this is especially true with our smartTouch readers. "Tap to Play" is the future of debit card readers, but one question we often hear is "What about my other sites with the older mag card readers?" We've got you covered. Our unique hybrid cards offer our Playwave™ contactless and magnetic strip in one card, allowing guests to seamlessly roam between all your locations. We also offer a great range of customizable single and multi-use wristbands that can be sold exclusively, complementary to your cards, or upsell them with your parties and corporate events. Embed's flexible range helps your drive sales in many new ways!



**Cards and media
available with your own
custom artwork.**

"Since switching to Embed and offering Playwave wristbands, we've seen a variety of benefits. They're so popular we go through roughly 500 wristbands in a typical weekend."



Clint Novak
General Manager,
Central Park Funland

Talk to one of our sales team for details on the full range of cards and media options Embed has to offer your location.

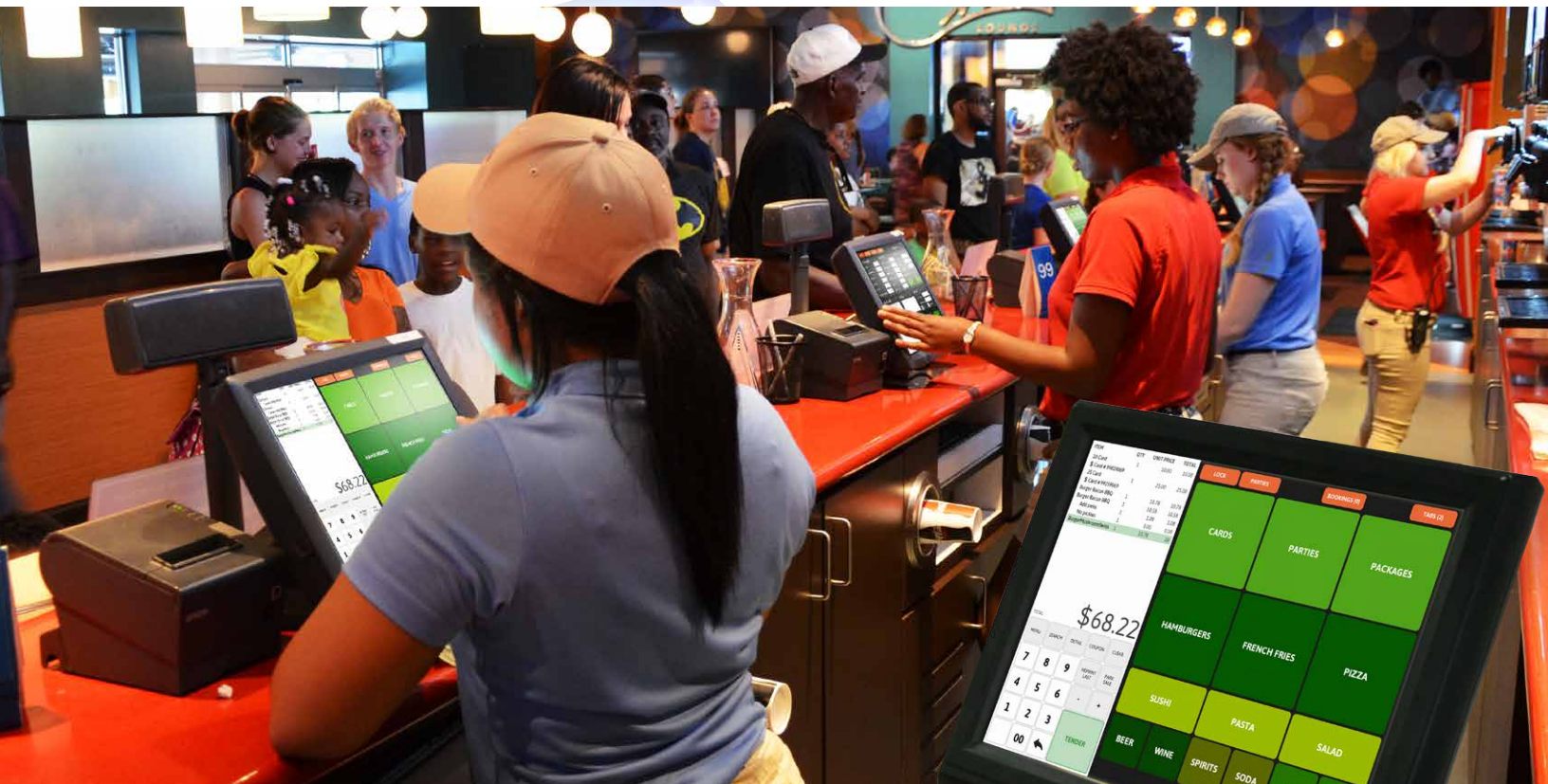
TOOLKIT.

Must have tools for FEC operators

TOOLKIT is a fully integrated suite of resources built to streamline operations and generate more revenue from your customers. From its industry-best point of sale and redemption service to event management and analysis tools, its simple and clean interface is intuitive and easy to master for you and your team.



Having access to real-time, up to the minute information through REPORTS allows you to make more informed business decisions. This can help you reduce operating costs, which translates to your bottom line. Export information to Excel, PDF or have them automated and emailed to you.



With 20 years of continuous development, our SALES units are packed with features to drive revenue in creative ways. They're geared to promote great value offers to individuals, families and groups through packages, upselling, bounce-back offers and time based "guarantees of fun". They also offer many merchant options that meet current credit card compliance.

Learn more at embedcard.com or contact our sales team today!



smartTOUCH™




Unlike anything else in the market today the full range of Embed Card Readers offer our industry benchmark features as standard; Playwave™ contactless, touchscreen, dual speaker audio, dual ticket operation, and so much more.

Easy Configuration - Set up new readers with one TAP of a Playwave™ Staff Card

Midway Mode - One attendant has full control over readers in multi-station games

Installers Mode - Test all game functions including tickets without connection to the system

- ✔ Touchscreen
- ✔ Playwave™ contactless
- ✔ Dual speaker audio
- ✔ Dual ticket operation
- ✔ Integrated Wi-Fi
- ✔ UCL harness
- ✔ FCC and CE compliant and registered
- ✔ 3 year factory warranty on ALL readers

 All smartTouch™ readers support our Playwave™ contactless media and cards.



smartTouch™ Swipe

The obvious evolution for our classic debit card reader. It provides guests with the familiar experience but packs in all the same great features as the rest of the smartTouch™ lineup. It's a sure fire home run!



smartTouch™ Insert

The All-Star in our line-up that's broken the mold for debit card readers. Tons of great features have been fused together with our new card reading engine for ultimate guest convenience. Our readers don't get in the way of having fun.

smartTouch™ Tap

Our dedicated Playwave™ contactless reader allows guests of any age or ability easy access to games and attractions. Tap your card or wristband over the screen for instant access to fun, every time.



Brass Ring Winner

Learn more at embedcard.com/smarttouch

Best-in-class redemption management.

A visit to your redemption center is typically the last stop for most guests visiting your facility. It's your closing opportunity to impress with an exciting selection of prizes and great customer service, increasing the chances they'll come back soon.

PRIZES simplifies work for your team, giving them the freedom to focus on the guest. Quality of service increases while dramatically reducing average serving time in your prize counter or store format.

- ✔ Instant updates to inventory
- ✔ Fully integrated with all leading ticket eaters
- ✔ Secondary display for guests to follow along
- ✔ Supports magnetic and Playwave contactless cards
- ✔ Up to 4 scanners per terminal
- ✔ Drastically reduces wait times and improves guest service
- ✔ Supports digital packing lists from all major suppliers
- ✔ Easily combine guest cards for bigger prizes



We've replaced out-of-date prize books with robust portable scanners that read existing on-product barcodes, so your staff are free to roam with the guest or serve another. Guests can easily follow along, viewing purchases and remaining balance on the big screen. Part of TOOLKIT, or as standalone package.

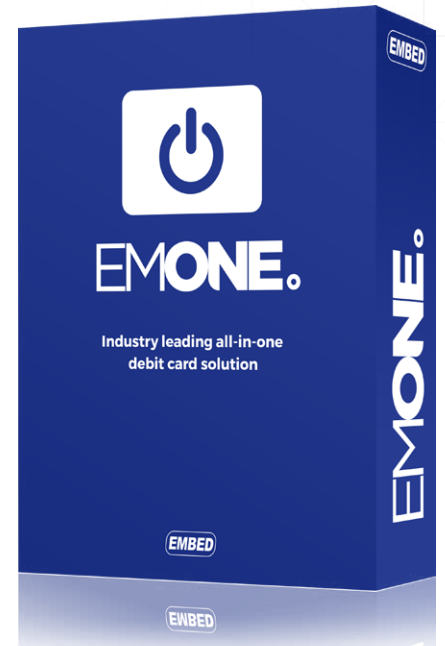
Learn more at embedcard.com or contact our sales team today!



Do you run an unattended game room?

EMONE is a self-contained, self-install debit card solution for unattended game rooms with a history of dramatically increasing revenues through value based deals, suggestive up-selling, guest convenience and payment flexibility. Add popular ticket games to your unattended venues with our ultra-reliable e-tickets and the fully integrated self-contained prize centers from Baytek and Benchmark Games.

- ✔ Self-contained, self-installed, guest self-service card system.
- ✔ Reliable top of the line hardware proven to reduce service call-outs.
- ✔ Increases revenue with Embed's pricing and promotional tools.
- ✔ Generates automated reports when and where you need them.
- ✔ Includes Embed System Protection (ESP), avoiding downtime!



“We installed the emONE into our unattended hotel game room areas and have seen a huge increase in non-cash revenues, an overall increase in revenues, a cannibalization of service calls and an optimized guest experience.”

Chip O'Hara

AMOA Vice President and
Owner, Midwest Coin Concepts



What Makes Embed Different?

Embed is not just a vendor, but a key partner in your long term success. Our dedicated support teams are in your market and understand your business. We're working when you are.

Our continued success and innovation is reflected in the awards won by our team, including IAAPA's prestigious Impact Award and multiple best new product awards. Be more successful by partnering with Embed!

Product Training & Support

Embed has a dedicated training team operating out of our Dallas office to help you get the most out of your Embed system. This training and support is available for the life of the product through in-person training, or online through INSIGHT, our dedicated tool full of tutorials and videos.

Embed is a Helix Leisure Company

Helix is a multinational company with a focus on providing technology-driven products and services that result in fantastic on-site consumer experiences.

Our operators benefit from the capabilities, experience and additional products that Helix Leisure companies provide, which include electronic locker systems, amusement games and more. We are able to introduce our operators to solutions outside of Embed's offering, which creates opportunity without the complexity of dealing with multiple vendors or suppliers.



Contact Us

North & South America

+1 469 521 8000
sales@embedcard.com

Australia

+61 (0) 8 9340 0100
salesAP@embedcard.com

Asia Pacific

+65 3159 0771
salesAP@embedcard.com

UK & Europe

+44 (0) 1225 808 476
salesUK@embedcard.com

Middle East & Africa

+971 (4) 435 6331
salesME@embedcard.com

5 REASONS TO VISIT EMBEDCARD.COM

- 1 Learn about our industry benchmark products and services.
- 2 Purchase extra parts and accessories anytime through our online store.
- 3 High quality images and videos with detailed views of our products in action.
- 4 Sign up for our newsletter, the Embed Insider to find out about upcoming trade events and receive monthly operating tips and tricks.
- 5 See our trade show schedule and take advantage of free industry event passes and scholarships.

Follow us for even more event coverage, operating tips and industry news.



search @embedcard



Embed is a Helix Leisure Company