

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 much more than just a Debit Card Solution. We bring together all the tools and services you need in one integrated platform, enabling you to achieve operational efficiency and provide a superior experience for your guests.

Whether you're new to debit cards or looking to upgrade your current system, Embed's range of products and solutions is created with a focus on helping you generate greater profits. You want a system that's easy to use and works hard for your business. Everything we do is geared towards driving real results that positively impact your bottom line.

Put our expert team to work for you. We're ready to get your business set up right, and keep you growing successfully with 24/7 support, delivered by qualified industry professionals.

Established in 2001, Embed is a pioneer in providing debit card solutions to the entertainment industry. We continue to innovate and set industry benchmarks, providing products and services to thousands of customers across the globe.

How can Embed make your business more **PROFITABLE?**

1

INCREASE YOUR REVENUE

TOOLKIT offers a great deal more than comparable cash replacement systems. By seamlessly packaging your best offerings into a range of attractive products and upsell opportunities, you can make choices simple for your guests and maximize their spending. Double digit percentage gains in top lines sales are realistic.



2

REDUCE YOUR COSTS

Embed Systems consistently reduce, and in some cases eliminate, many manual functions across your business. Embed shrinks daily labor requirements which translates to instant cost savings and allows more focus on guest experience improvements. This is backed up by comprehensive inventory management for prize redemption and unmatched flexibility via E-ticket or dual ticket operation. With Embed, you have real-time visibility across your operation.



3

GROW YOUR PROFITS

Embed is instrumental in the success of thousands of entertainment venues around the world. Ensuring you have everything at your fingertips can help you make better investment decisions to drive business growth. Our sales team would love to share some of our case studies with you!

Discover how Embed is committed to your success.
Visit **embedcard.com** or contact our sales team today!



smartTOUCH™



Unlike anything else in the market today, 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

- ✓ FCC and CE Compliant and Registered
- ✓ Advanced Ticket Management
- ✓ Interactive Feedback for Guests
- ✓ Toughened Glass Touchscreen
- ✓ Mount Horizontally or Vertically
- ✓ Range of Mounting Accessories Included
- ✓ Customize Color-Glo Patterns & Effects
- ✓ Multimedia Content with Dual Speaker Audio



Both smartTouch™ models 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 new smartTouch features. It's a sure fire home run!

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

TOOLKIT.™

Must have tools for your business.

One easy, efficient and powerful solution for your entertainment business. TOOLKIT was created so you have everything you need at your fingertips to streamline operations, generate more revenue and attract guests.

SALES.

Help your business grow. Years of industry experience have gone into the development of our SALES application. Effortlessly sell, manage and grow your business with Embed's unmatched Point Of Sale, promotions and inventory management system. Built for simplicity and trusted by thousands of businesses globally.



BOOKINGS.

Attract more customers to your business with our new reservation solution. Allow guests to book parties and events, any time of the day. We've created a streamlined customer experience which starts online and extends to the instore check-in, making it fast and simple for hosts and guests. As part of TOOLKIT, BOOKINGS is seamlessly integrated with SALES and REPORTS.

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

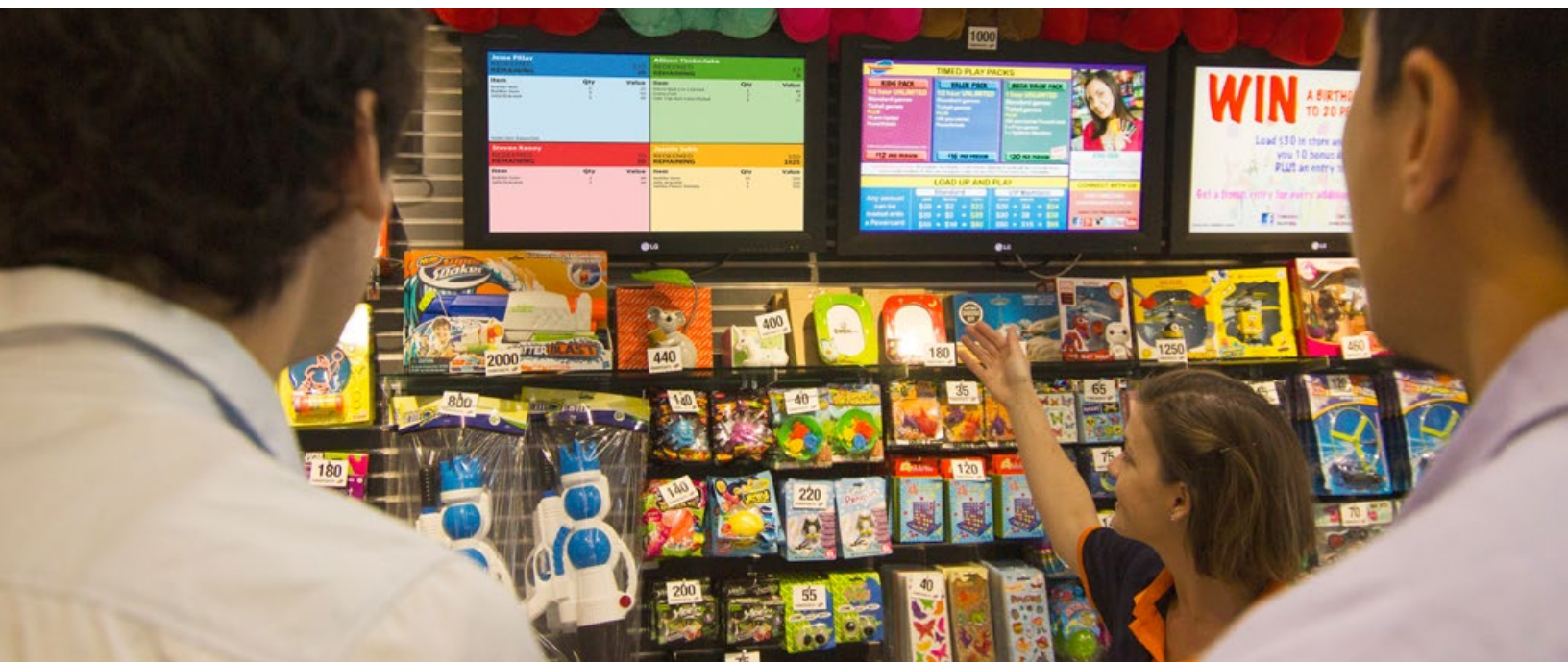


PRIZES.

Your redemption center is typically the last stop for most guests. 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 and gives them the freedom to focus on multiple guests easily. Reduce average serving time with our robust portable scanners and increase your quality of service as guests can easily follow along, viewing purchases and remaining balance on the big screen.



- ✓ 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



REPORTS.

Having access to real-time, up to the minute information increases visibility across your business. This can help you generate greater profits by tracking performance and identifying opportunities provided by TOOLKIT's extensive promotional features. REPORTS can export to Excel or PDF, or be emailed to you automatically.

Game Name	Game Description	Play	Cash	Balance	Total	Play	Cash	Balance	Total	Play	Cash	Balance	Total	Play	Cash	Balance	Total
1	0001	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
2	0002	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
3	0003	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
4	0004	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
5	0005	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
6	0006	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
7	0007	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
8	0008	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
9	0009	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
10	0010	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
11	0011	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
12	0012	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
13	0013	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
14	0014	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
15	0015	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
16	0016	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
17	0017	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
18	0018	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
19	0019	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
20	0020	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
21	0021	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
22	0022	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
23	0023	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
24	0024	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
25	0025	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
26	0026	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
27	0027	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
28	0028	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
29	0029	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
30	0030	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
31	0031	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
32	0032	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
33	0033	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
34	0034	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
35	0035	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
36	0036	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
37	0037	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
38	0038	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
39	0039	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
40	0040	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
41	0041	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
42	0042	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
43	0043	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
44	0044	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
45	0045	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
46	0046	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
47	0047	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
48	0048	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
49	0049	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
50	0050	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
51	0051	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
52	0052	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
53	0053	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
54	0054	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
55	0055	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
56	0056	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
57	0057	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
58	0058	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
59	0059	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
60	0060	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
61	0061	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
62	0062	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
63	0063	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
64	0064	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
65	0065	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
66	0066	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
67	0067	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
68	0068	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
69	0069	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
70	0070	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
71	0071	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
72	0072	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
73	0073	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00
74	0074	Pinball	100	100.00	100.00	0	0.00	0.00	0.00	0	0.00	0.00	0.00	0			

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, and because our cards and media are encrypted, players are protected. 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 you drive sales in many new ways!



Cards and media can be customized with your location's artwork.

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

"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

Do you run an unattended game room?

emONE is a self-contained, self-installed debit card solution for unattended game rooms with a history of dramatically increasing revenues through value based deals, suggestive upselling, 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.

EMONE.

- ✓ 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.
- ✓ Dual-dispenser system with automatic guest card recycling.



"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 reduction of service calls and an optimized guest experience."

Chip O'Hara

AMOA Vice President and
Owner, Midwest Coin Concepts



Why Embed?

In 2005, we revolutionized the entertainment industry and set the benchmark for debit card readers with our award-winning ColorGlo technology. Today we continue to lead the industry with innovative products and features, helping entertainment venues across the world to grow their business.

Embed's TOOLKIT suite works seamlessly with our smartTouch readers, the most advanced and feature-rich debit card readers available. The next step in our evolution introduces our BOOKINGS and ASSISTANT applications alongside our cloud services. All together these tools improve operational efficiency, reduce administrative tasks, and attract and connect with guests 24/7.

Our people are your people. Learn how to get the most out of your Embed System with our support and training team behind you every step of the way. Access on-demand training videos and tutorials, or engage with an experienced trainer to receive one on one education for you and your team.

We're with you at every stage of your journey.

Launch - Get up and running quickly with our customer onboarding team. They'll work with you all the way from initial configuration and set up to onsite installation. We do the heavy lifting so you can launch with confidence.

Optimization - As your business evolves, your needs are likely to change. Embed can help you reconfigure and fine-tune your system so we stay in step with your company - no matter how you change or grow.

Partnership - Our partnership goes beyond software and hardware. We are with you for the long haul. Our deep operational experience, investment in local offices and industry relationships ensure we are constantly maximizing your investment.

Supercharge your business by becoming an INSIDER

The Embed INSIDER is our free monthly newsletter which is packed full of features and benefits for modern FEC operators.

- Industry tips on how to increase your revenue
- Exclusive event and trade show invitations and passes
- First-look industry news
- More ways to use TOOLKIT to its full potential
- Exciting Embed cloud solution information as it's released

Take advantage of this and more by subscribing at embedcard.com/insider



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Embed is a Helix Leisure Company