

Dorney Park Captivates Customers with Cashless & Convenient RFID Wristband System by PDC



Instant, Cashless Transactions Enhance the Guest Experience, Increase Guest Spending, and Position Theme and Water Park as a Technology Leader

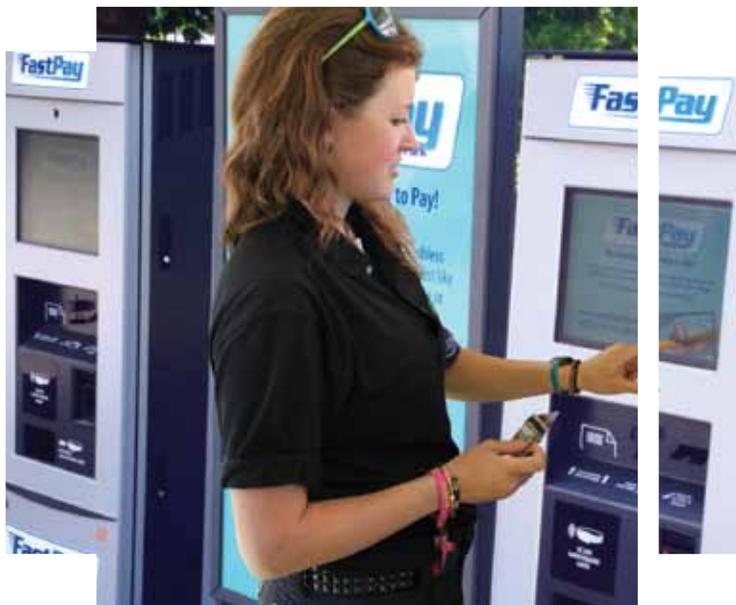


Cedar Fair's Thrilling High-Tech Pioneer

One of North America's most successful and historical amusement parks—Dorney Park & Wildwater Kingdom in Allentown, PA—has added a hot new attraction to empower its guests. With the help of PDC's RFID Solutions, patrons can load money onto RFID wristbands for quick cashless purchasing at hundreds of point-of-sale terminals including restaurants, food & service carts, gift shops, and arcades! Now, patrons can enjoy roller coasters and water rides with peace of mind that their wallets are safe and secure in their locker, while their power to purchase stays conveniently on their wrist.

Convenience Helps Improve The Guest Experience

The new program, titled **FastPay**, allows patrons to access self-service PDC Smart® Kiosks that print and dispense PDC Smart Band® wristbands after inserting a cash or credit payment. Guests can reload the wristbands with additional funds as often as desired during their visit. Dorney Park & Wildwater Kingdom also offer RFID season passes that can be reloaded on multiple visits throughout the entire season.



"Incorporating PDC's Smart Band® RFID Wristband and Kiosk System has been a huge convenience to our guests because they can buy things when they want to without worrying about losing their cash or credit cards," said Michael Fehnel, Vice President and General Manager of Dorney Park. "Parents love the **FastPay** program because they can control how much their kids spend in-park without having to give them cash that could be lost on an attraction."

Instant Transactions Leads To Higher Spending Trends

Guests at theme parks are constantly surrounded by purchasing opportunities—from cold beverages and cotton candy to henna tattoos and caricatures. With instant, convenient purchasing power, RFID credentials help **increase impulse purchasing, resulting in greater revenue**. Research has proven that cashless payment options increase consumer spending by 15-30% on average.* **Quicker processes equal faster purchases, shorter guest lines, and more satisfied customers!**



Walking Advertisements

Smart Band's® customized printing and color options enable Dorney Park & Wildwater Kingdom to promote its company on every patron's wrist to **boost brand awareness**. The wristbands' unique design and memorabilia value inspire guests to keep their bands as souvenirs long after their stay, providing **free advertising** for the park. Kids and teens especially love to wear them as a bragging right and conversation starter among peers. Smart Band® wristbands are available in multiple materials including silicone, thermal, and plastic—in a wide variety of colors and endless printing and customization options.

Expanding The System With More Apps

The PDC Smart® Kiosk, with custom software developed by Kioware, a legacy player in kiosk software design concepts, can be programmed to perform a wide variety of functions, such as:

- self-service ticketing
- social media integration
- cashless POS
- electronic access control
- locker and tube rentals
- photo management systems
- keyless hotel room entry
- and customer loyalty programs



*Based on the "PayPass Adoption Study" in 2012, conducted by MasterCard



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Partner with PDC for Your Best Season Ever

Position your park or resort as an innovator in technology and wow your guests with the power of cashless purchasing, social media integration, keyless hotel room entry, and more. To learn more about how PDC's RFID Solutions can help your company control access, increase impulse purchases, and promote your brand—contact a PDC representative today:

Tel: 866.403.6526

Email: rfid@pdcsolutions.com

www.pdcsolutions.com



About PDC

With more than 55 years of experience, PDC is the global leader and pacesetter in the development of all types of innovative identification solutions. Since its launch in 2001, PDC's Smart Band® RFID Wristband System has been used by leading amusement and water parks to deliver unique and convenient applications that help redefine the guest experience, while reaping bottom line benefits to the venues that use them.

RFID applications include: cashless point-of-sale; cashless arcade and vending; social media integration; keyless hotel and locker access; electronic access control; photo management systems; and customer loyalty programs. Additional PDC RFID Solutions include PDC Smart® Cards, Key Fobs, Badges, Lanyards, and Parking Passes. For more information, visit www.pdcsolutions.com/en-us/rfid

Mission Statement

PDC connects people, products, and technology through innovative ID solutions that deliver superior customer experiences worldwide.

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About Dorney Park & Wildwater Kingdom

Dorney Park & Wildwater Kingdom is owned and operated by Cedar Fair Entertainment Company, a publically traded partnership that is listed for trading on The New York Stock Exchange under the symbol "FUN." In addition to Dorney Park & Wildwater Kingdom, Cedar Fair owns and operates ten other amusement parks, six water parks, one indoor waterpark resort, and five hotels. Cedar Fair also operates the Gilroy Gardens Family Theme Park in Gilroy, Calif. under a management contract. For more information, visit www.dorneypark.com



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