

## CASE STUDY

## Loop21 Parktainment™ in Europa-Park (Rust, Germany)



Having over 4 million visitors every year, Europa-Park is the largest theme park in Germany, Europe. In the era of new media Europa-Park decided to entertain their guests with Loop21 Parktainment™.



## HIGHLIGHTS

- » Loop21 Hotspot Software
- » Parktainment™
- » Location-based services
- » Internet login
- » Voucher module
- » Storage of Internet traffic data

## Overview

In the first step, a Loop21 hotspot with the LBS (Location-based Service) module, called Parktainment™, on five locations has been installed: entrance area, rollercoaster Silver Star and blue fire, Märchenwald and the (also new) FoodLoop restaurant.

The goal was to offer the guests of Europa-Park location-based information via Wi-fi. Using the Loop21 Parktainment™ software package, a guest can connect with the Wi-fi and gets a Landing Page. This Landing Page is different on each (location dependent). When the guest is at the roller coaster Silver Star, they can post on Silver Star's facebook page or watch the ride on the rollercoaster on YouTube while waiting in the queue.

Europa-Park is also using Loop21's Internet login. Every user has to register once and identify through their mobile number. This is necessary to cover the EU directive 2006/24/EG concerning the data retention. With Loop21 as the operating partner, Europa-Park is completely protected concerning legal issues.

To cover the expense of the costs for the text message deliveries, Europa-Park also uses Loop21's voucher module. They sell voucher codes (scratch cards) in the shops in the park to provide their guests the full access to the Internet.

While installing the Loop21 hotspot system in the network of the customer, arrangements about the interconnection has been made with Loop21's network operation experts.

Thanks to Loop21 Software, modern hardware, the fitting configurations and the technical know-how, the implementation of Loop21 has been realised before the beginning of the season 2011. The launch was a great success.

## Systems in use

- » Loop21 hotspot system (server and client version)
- » Loop21 Parktainment™
- » Internet Login and AAA-system (authentication, authorization, accounting)
- » Voucher module
- » Statistics module
- » LBS (Location-based Service) / Landing Pages
- » Storage of Internet traffic data
- » 2nd level-support and operations

## Screenshots (Landing page, Internet login)



### About us

The company Loop21 Mobile Net GmbH is situated in Austria (Europe) and is a full-owned subsidiary of www.funknetz.at GmbH, which services a range of Internet projects in Europe and abroad, being one of the largest Wireless Internet Service Providers (WISP). Being a mere garage start-up in 1999, the company has developed into a well-established company by now.

By using the fundamental network and infrastructure know-how efficiently, Loop21 is a developer, producer and provider of Wi-Fi hotspot systems. Offering well-developed WIFI hotspot software including location-based services that cover complete areas, the trend of "Wi-fi Internet" is combined with entertainment and infotainment, which is realised step by step in Europe and abroad.

The young and dynamic team services a large number of providers, companies, tourism associations, amusement parks, gastronomy, hotel industry, towns, municipalities and shopping centres worldwide. That shows the intersectoral demand for innovative tools, which improve the customer relationship and guidance.

Offering unique software, experiences in international activities were collected. Loop21 has realised various consulting projects by now. The company convinces with its transnational experiences. Projects in Germany, Italy, the Slovak Republic, Hungary, Kosovo, Greece and Nigeria stand out due to the precise project handling, competence and flexibility.

### Contact information

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