

DATA SHEET Loop21 Parktainment™

Loop21 offers a perfect solution of wi-fi Entertainment for amusement parks like theme parks or zoos. The idea is to offer location-based information on your visitors' smartphones. Depending on their location, Loop21 Parktainment™ can feed users with information such as: "What attractions are around me?" "How many people are waiting at my favourite rollercoaster?" Thanks to these new interactions with guests, Loop21 opens new doors for customer loyalty and guidance.



Overview

Loop21 presents a new, innovative, additional offer to improve the guest relationship: Loop21 WLAN Parktainment™ (=Location-Based Content via the WI-FI localisation). This unique software package provides guests with current and location-dependent information via WLAN (Wireless LAN). The success of such a project can promptly be measured, because the guests' demand and needs do already exist and are fully met by the new system:

- » Trend: „Internet anywhere & anytime“, the guest is already equipped (Smartphones, etc.)
- » Rising usage of social networks (Facebook, Twitter & Co)
- » Information research, e-mails as „postcards“, daily reports for relatives and friends
- » NO roaming costs (abroad); thanks to WLAN (WI-FI), independant from mobile networks
- » WLAN provides high bandwidths as an alternative for overloaded mobile networks

Possible use of Loop21 Parktainment™

The guest connects to the WI-FI » the guest gets to the Landing Page
 » when are the next shows » posting on Facebook what's going on
 » Location-based information about attractions around (different infos depending on the single location of the guest) » Facebook for free and optionally access to the Internet



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



Overview

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 at each location. 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. In front of the roller coaster blue fire, in turn, the users get information about this attraction, can check-in at the blue fire's facebook place or check-out the park map.

Europa-Park is also using Loop21's Internet login. With Loop21 as the operating partner, the park is completely protected concerning legal issues.

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.

SYSTEMS IN USE

- » Loop21 hotspot system (server/client)
- » Loop21 Parktainment™
- » Internet Login and AAA-system
- » Voucher module
- » Statistics module
- » LBS (Location-based Service) / Landing Pages
- » Data retention / Storage of the traffic data
- » 2nd level support & operations

Screenshots (Landing Page, Login/Registration, LBS)

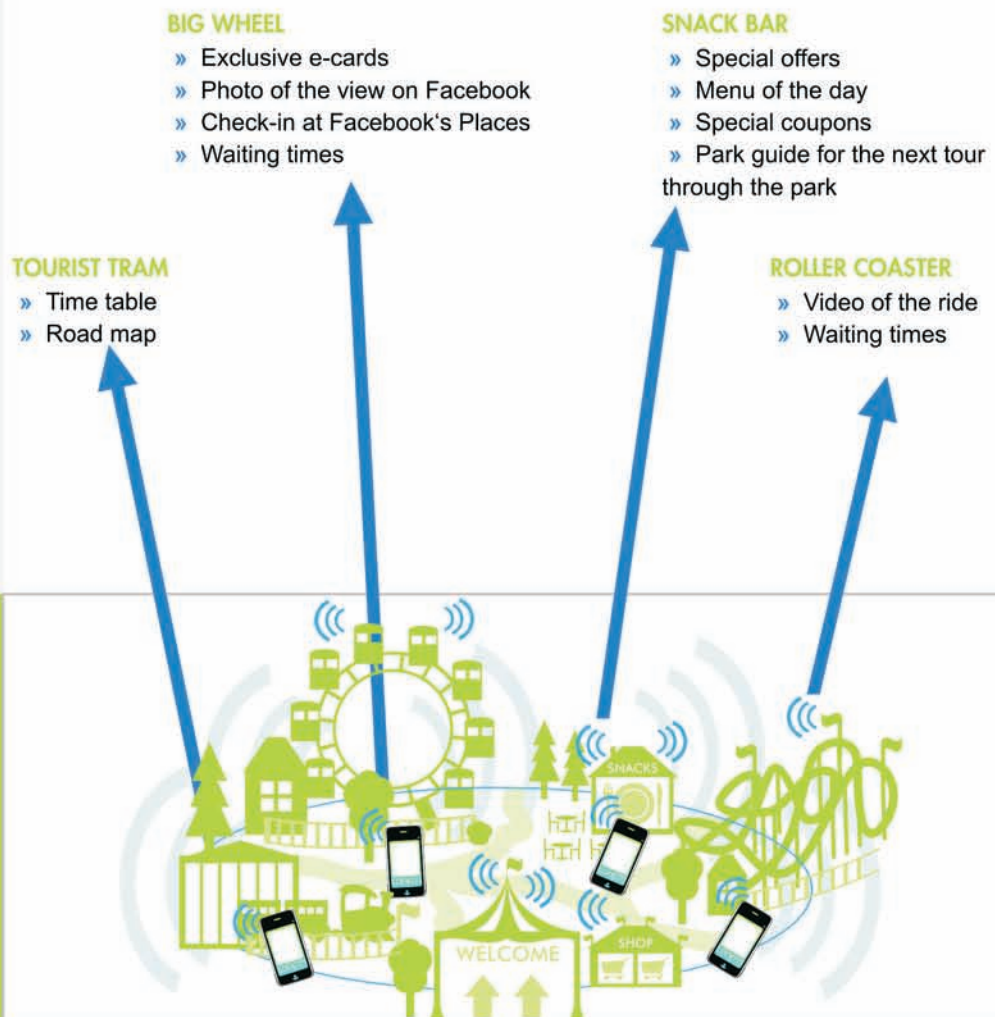


Typical usage of Loop21 in a park

Loop21 Parktainment™ allows entertainment of the guests - and this controlled by the provider itself. Depending on the location, different information are sent directly to the smartphones or mobile devices of the guest. The following example shows typical usage of infotainment in parks.



At every single location, the users are provided with different information, which meet the users' needs. So, the guest relationships can be cemented.



Contact informationen

For more information, feel free to contact us:

Loop21 Mobile Net GmbH
 Viktor Kaplan Str. 9B, A-2201 Gerasdorf b. Wien, Austria, Europe

Tel.: +43 (0)1 292969966
 E-mail: office@loop21.net
 Web: www.loop21.net

Copyright © Loop21 Mobile Net GmbH: The images, contents and software presented in this file are subject to the copyright of Loop21 Mobile Net GmbH. It is not allowed to copy or use them without the explicit permission of Loop21

About Loop21

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.

