

physical made digital



Patron Management



Application Solutions for Patron Management

THREATS:

- » Unmet Expectations
- » Unguided Experiences
- » Unmet Needs

INDUSTRIES IMPACTED:

- » Hospitality
- » Recreation
- » Experienced Goods

BENEFITS:

- » Increase Revenue
- » Build customer loyalty
- » Reduce customer complaints
- » Reduce customer service costs
- » Protect brand integrity
- » Align services with customer preferences

Application Overview

Recreation, hospitality, entertainment venues and interactive consumer goods manufacturers are constantly challenged to provide a differentiated customer experience to drive customer loyalty, decrease costs and increase revenues. These organizations spend considerable time, effort and money striving to provide unique, enhanced and personalized experiences that will ensure repeat business.

For example, a car might automatically adjust seat and mirror positioning each time the driver enters; a treadmill might remember an individual's program each time he/she starts the machine; a ski resort might provide kiosks at lifts to inform customers of the location of other runs that meet their skill level; a theme park might provide kiosks at key locations to notify guests of the location of their friends and family within the park grounds.

The risks to organizations that don't provide unique, enhanced and personalized experiences include:

Threat	Result
Customer experience with a product or at a venue doesn't meet expectations	<ul style="list-style-type: none">• Lackluster revenue• Lack of customer loyalty
Customers endure long wait times, and have little control over their own experience	<ul style="list-style-type: none">• Customer complaints• Customer service costs
Customers behaviors are not understood so needs aren't met	<ul style="list-style-type: none">• Deterioration of the brand• Misalignment between services & customer preferences

Organizations vulnerable to lost revenues, increased costs and deterioration of the brand due to poor customer experiences include:

- **Hospitality / Resorts:** Where exceptional customer service is expected, clients are high-value and convenience is mandatory
- **Recreation / Entertainment:** Where wait-time is a factor and groups of customers frequently move between multiple locations
- **Interactive consumer goods:** Where customers have made a significant investment and recurring use of the product is expected

SkyeTek is empowering organizations with the insight and control to solve these issues through a cost-effective, end-to-end, embedded RFID approach. SkyeTek solutions are helping resorts to deliver exceptional customer service and convenience; recreation and entertainment venues to reduce wait time; and interactive consumer goods organizations to help customers get the most from their investments. SkyeTek's embedded RFID solutions are helping organizations to:

- **Increase Revenue:** offer a personalized experience at all properties
- **Build customer loyalty:** accrue loyalty points based on number of rides, ski runs, games played, etc
- **Reduce customer complaints:** automatically re-direct customers from one on-site venue to another with shorter wait times
- **Reduce customer service costs:** provide customers with the ability to locate lost family and friends on the property
- **Protect brand integrity:** provide consistency of service
- **Align services with customer preferences:** allow customers to define their own experience



www.skyetek.com



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About SkyeTek:

SkyeTek transforms traditional RFID into a networking technology enabling goods and assets to participate in a connected world. SkyeTek develops readers that serve as intelligent edge devices and software that binds policies to tagged items. By extending networks to the physical world, our customers increase revenue through their ability to predict demand, prevent counterfeiting, and personalize user interactions.

SkyeTek combines intelligent software with an inexpensive hardware platform to provide a modern RFID security model, distributed policy management engine, and network-ready readers. Enterprises deploy SkyeTek's solutions to deliver a seamless RFID edge network capable of centralized management and real-time response for applications in item tracking, product authentication, access control, and patron management.

For more information:

11030 Circle Point Road, Ste 300
Westminster, Colorado 80020 USA
ph: 720.565.0441
www.skyetek.com



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Relevant Technical Solutions

SkyeTek provides complete technical solutions including embedded RFID modules, accessories and software all supported through integration services and custom development where applicable that address the unique characteristics of a Contactless Payment application:

- **Service Management:** Is it being used according to business rules?



Ensure proper consumption and configuration, enrich the user's experience, drive revenue and increase customer loyalty through customized interactions and services by network-connecting doors, turnstiles, payment terminals and kiosks to back-office systems.

Reference SkyeTek's *Service Management Solution Sheet* for full details.

Case Study: PDC

Precision Dynamics Corporation (PDC) is the global leader and pacesetter in the development of automatic identification wristband systems and quality healthcare products. These systems assist hospitals in personalizing care delivery, tracking patients, and optimizing process. With a new line of RFID enabled wristbands and a desire to drive RFID adoption over traditional Barcode technology, PDC approached SkyeTek, the global leader in embedded RFID readers, for a combination handheld reader. SkyeTek worked with PDC to introduce the FCC approved, DR1000 HF RFID and bar code reader as part of PDC's expanding line of Auto ID products. The new dual handheld reader was designed to improve the accuracy of patient identification and safety in the medical industry, as well as for use in commercial applications.

Case Study: TioMed

TioMed applies information technology in the design of patient safety systems that automate manual processes. Its BASICHemo system was designed to increase accuracy in the blood transfusion process. With over 50 million units transfused worldwide, human errors result in numerous injuries and deaths. The TioMed PalMed handheld device incorporates SkyeTek RFID reader technology that identifies the patient's blood type from a RFID-enabled wristband, and then scans the bar code on the blood bag. If a match exists, the PalMed instructs the MediLock valve on the blood bag to begin the blood transfusion. The networked solution protects the lives of many hospital patrons with truly personalized and secure service delivery.

SkyeTek Reader Technology SkyeTek provides a variety of reader technology at both 13.56 MHz (HF) and 860- 960 MHz (UHF). ReaderDNA, a comprehensive reference design, is available for component level integration of the technology including complete design files, BOM, and test fixture. All SkyeTek readers leverage powerful firmware that drastically reduce hardware costs and are delivered in conjunction with ReaderDNA. SkyeModules are controlled via the SkyeTek Protocol, a powerful but simple communication protocol that grants the user access to all features of an RFID transponder. Further, they have been designed with flexible and modular embedded software that allows one to select only the features desired.

