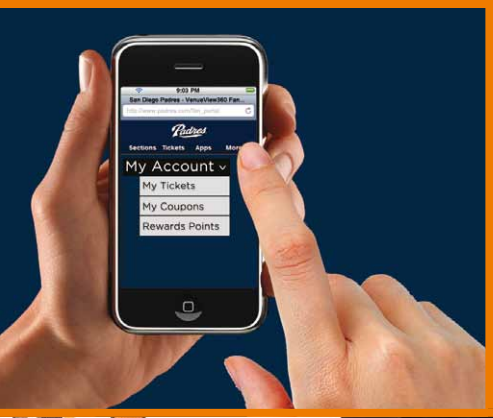
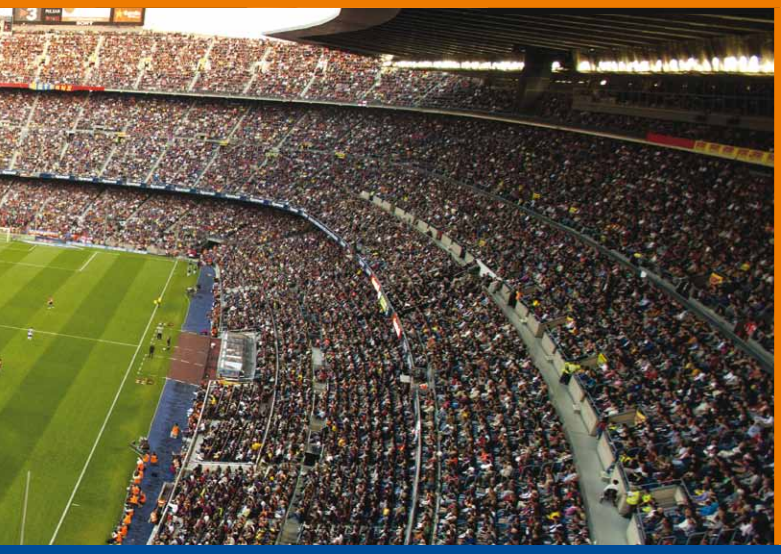
Stored Value/Membership/Loyalty Platform

Venue View 360













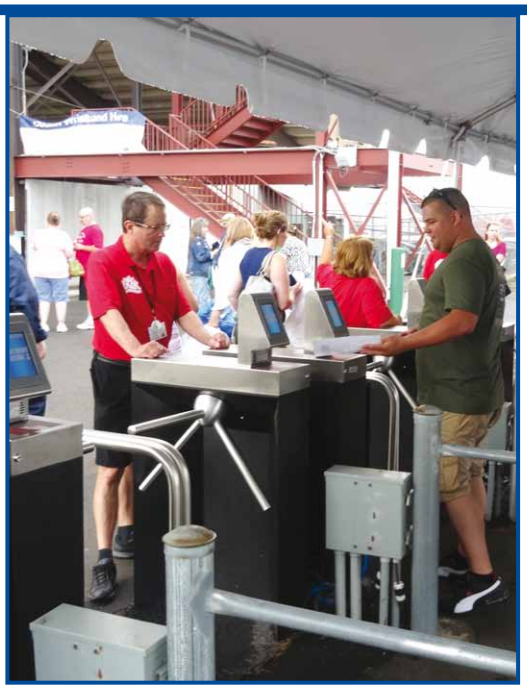


Membership • Loyalty • Stored Value/Cashless Payment • Access Control

ALVARADO

protecting assets and controlling the flow of people

VenueView360 Overview



VenueView360 is a modular platform product that provides teams and venues the ability to offer cutting edge membership/loyalty programs and in-venue stored value/cashless payment solutions.

The platform consists of:

- An automated rewards rules engine
- Modules for stored value/cashless payment, membership/loyalty, sponsor engagement and more
- An online customer portal where members view and manage accounts
- An online administrative portal to create and manage programs
- APIs that integrate the platform with POS, CRM, ticketing and other systems
- Seamless integration with Alvarado's GateLink10 admission control software

Automated Member Rewards

The heart of VenueView360 is a powerful rewards rules engine that allows a team or organization to automatically reward members when a "reward trigger" occurs. Typically, a reward trigger is an action or behavior that furthers the goals of the program, or something the team or venue wants to encourage. Just a few examples of available reward triggers are listed below:

Goals	Potential Reward Rules Engine Trigger Events
Sell More Season Tickets	■ Purchase or renewal of a season ticket package by "x" date
Sell More High End Tickets	■ Purchase of a specific type of ticket
Increase Ticket Purchases Using Official Channels	■ Purchase of tickets through an official reseller
Increase Overall Attendance	■ Attendance at "x" number of games
Increase Attendance at Less Desirable Events	■ Attendance at less desirable games or, on less desirable days
Increase Revenue	■ Spending "x" amount at POS on a specific date ■ Spending "x" amount at POS over a season ■ Spending "x" amount on a specific sponsor's product
Drive Sponsor Business	■ Visit a sponsor location "x" times ■ Redeem "x" number of program coupons at a sponsor location ■ Associate membership with a sponsor program
Drive Website Traffic	■ "x" number of visits to your website
Promote Social Media	■ Make a social media posting
Increase Charitable Giving	■ Make a donation to an authorized charity

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Base Modules

VenueView360's two base modules are stored value/cashless payment and membership/loyalty. The modules can be implemented in conjunction with each other, or separately. As your program grows, additional VenueView360 modules can be added, increasing the rewards that can be offered and adding additional value to members and sponsors.

Stored Value/Cashless Payment

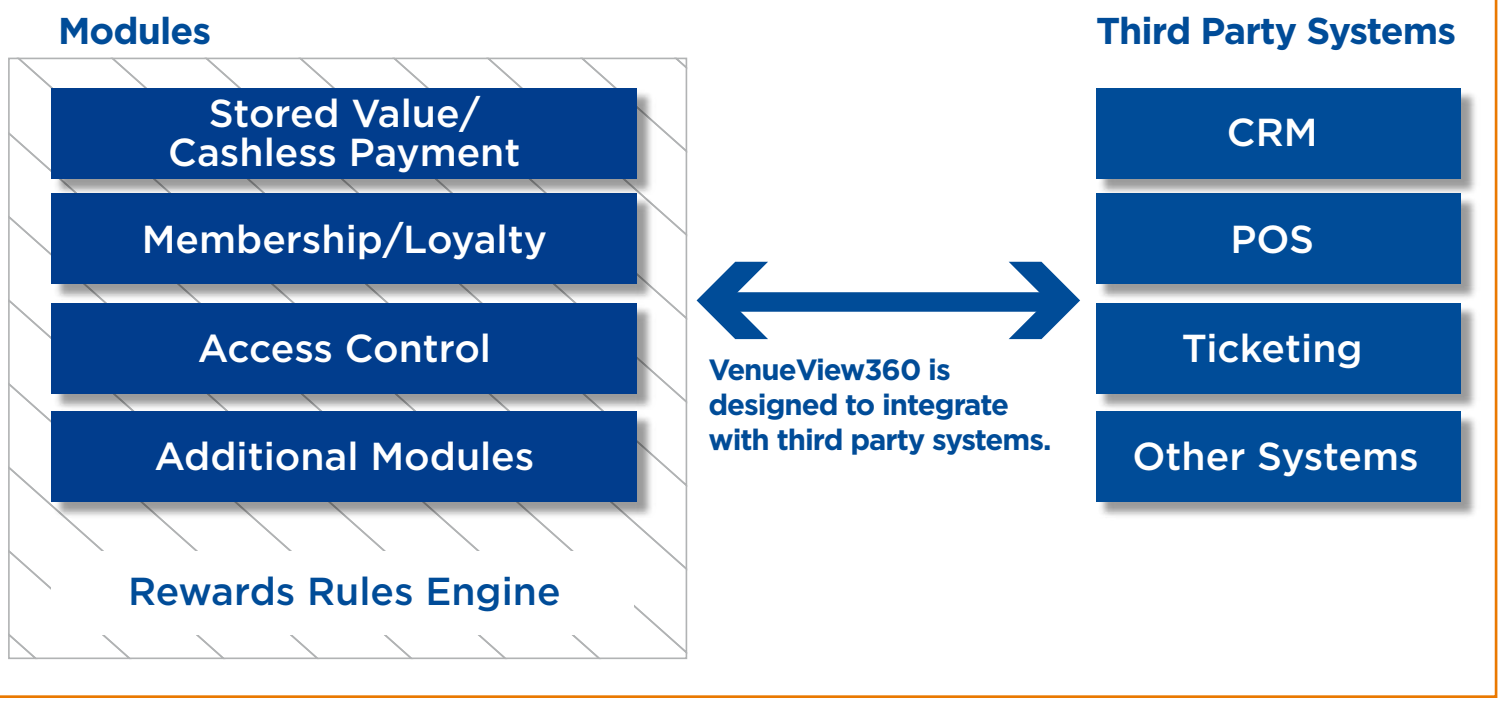
VenueView360's stored value module is a comprehensive cashless payment solution for use at in-venue POS stations. The module supports either "loaded tickets" (stored value associated with a ticket barcode) or account based stored value, where members manage the stored value on their tickets or account using VenueView360's customer facing web portal.

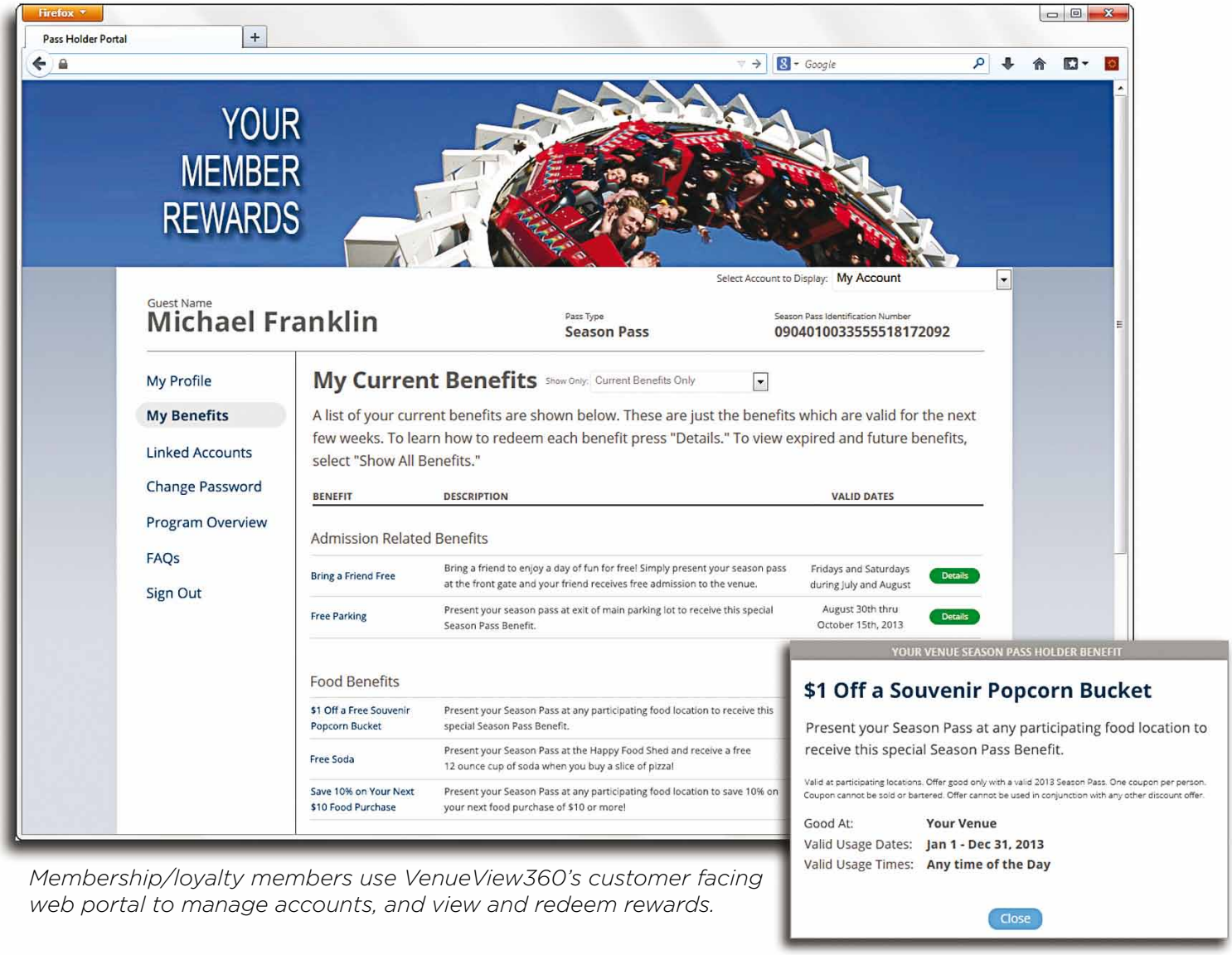
Account based stored value is generally implemented in conjunction with a membership program and can use tickets, cards or wristbands as the redemption method at POS stations.

From the customer portal, members manage their account, including the allocation of funds to the various tickets (or cards) associated with the account. This is particularly useful for managing family or corporate accounts. As an example, from the portal a member can:

- Allow a maximum of $100 to be spent by 5 tickets (or cards)
- Allocate $10 to two tickets and $20 to three tickets (or cards)
- Allow unlimited spending by a specific ticket (or card)

System Diagram - VenueView360





Membership/loyalty members use VenueView360's customer facing web portal to manage accounts, and view and redeem rewards.

Membership/Loyalty

Our flexible membership/loyalty module allows a team or organization to create programs with an unlimited number of membership types (i.e. season pass holder, family, corporate, senior, child) and an unlimited number of membership tiers for each membership type (i.e. bronze, silver, gold, platinum).

Members use VenueView360's web portal to view and manage their rewards. In addition to viewing earned rewards, members can view their active, expired, transferred and cancelled tickets.

Membership/loyalty includes an online point shop where members can purchase membership upgrades, merchandise, experiences, or tickets. If desired, reward items can also be auctioned, so members can bid on special memorabilia or other perks.

Finally, while many membership programs are limited to card-based redemption methods, our platform allows the use of cards **and** mobile and paper tickets for redemption. This flexibility allows rewards to be redeemed using a method that's best suited for a particular organization or venue. It also means that limits won't be imposed on how the program interfaces with access control, POS and sponsors.

VenueView360 supports all media types, including 1D and 2D barcode, magnetic stripe, RFID and biometric (fingerprint).

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Additional Modules

Additional modules can be added to VenueView360's scalable platform to provide even more ways to engage members and provide value to sponsors.

Sponsorship

Our Sponsorship Module allows members to be rewarded with electronically delivered sponsor discount and product rewards.

Rewards are set up, and triggering events defined, using VenueView360's rewards rules engine. Triggering events can generate a single reward, or a group of rewards (similar to a coupon book). Members can be notified automatically when a reward is earned and can transfer rewards to linked accounts.

Rewards can be redeemed in one of several ways. Reward coupons can be printed out and presented for redemption inside or outside the venue. Rewards can also be redeemed electronically within the venue (see POS Plus), or electronic coupons can be redeemed outside the venue without integration to POS (see VStamp).

VenueView360's Sponsorship Module also includes a separate API to link a team or venue program with a sponsor's loyalty program. This allows members to swap points with a sponsor's loyalty program using defined points-to-points and points-to-miles exchange rates.

POS Plus

POS Plus allows the redemption and tracking of rewards through an advanced integration with the in-venue POS system. When a member's unique identifier (i.e. card or electronic credential) is presented at a POS station, our API provides the POS system with the discounts, rewards and product offers currently available to the member.

Depending on the implementation, the POS system can automatically apply applicable rewards, or the attendant can select from available rewards, applying those that are relevant during the transaction. Once the transaction is complete, our API gets data back from the POS system to let VenueView360 know the reward has been consumed. The functionality of this module is similar to what is offered by innovative retailers and theme parks.

VStamp

VStamp delivers sponsor's rewards to member mobile touch screen phones **and** tracks redemptions without integration to the sponsor's POS system. VStamp can also track member visits to sponsor locations. VStamp is a simple and highly effective way to extend a team or venue's loyalty program to sponsor locations and show the value the sponsor receives from association with the program.



VStamp tracks redeemed rewards and member visits at sponsor locations.

Multi-Program

VenueView360's unique architecture supports the linking of related membership programs on a single platform. The structure would, for instance, allow an overall league program to be implemented in conjunction with an individual team program. In this case a member would have a league or "parent" membership and an individual team membership. Another example is creating programs for clubs and destinations within an entertainment district.

Access Control

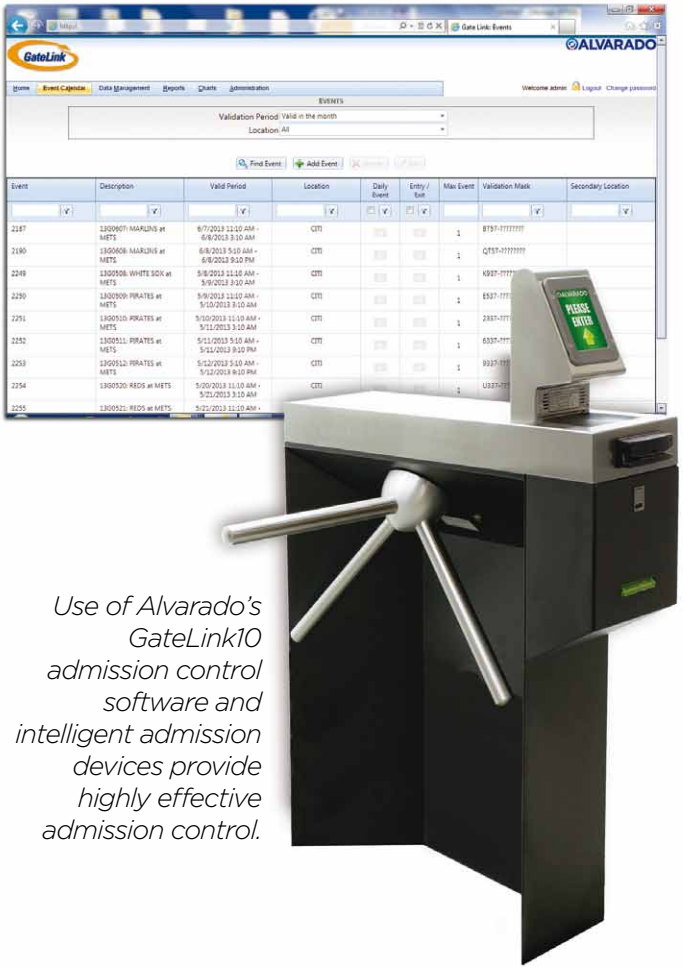
VenueView360 integrates seamlessly with Alvarado's GateLink10 admission control software and intelligent admission devices. Using VenueView360 in conjunction with our admission software allows personalized member messages and rewards to be displayed on entry devices. It also increases available reward triggers, allowing rewards for behaviors like arriving early, staying late or simply for attending events.

Our intelligent admission devices include admission turnstiles, admission stations and mobile terminals. With our system, validation of entry credentials is instantaneous and we support validation of all types of credentials. These include 1D and 2D barcodes, mobile barcodes, magnetic stripe cards (including credit cards and drivers licenses), RFID and biometric (fingerprint).

GateLink10 is suitable for both reserved seat and general admission facilities and is utilized at hundreds of venues worldwide. Our installations include over half the Major League Baseball parks, as well as major colleges, large theme parks and the largest sports venues in Australia.

"VenueView360 is a dream tool for engaging and creating value for sponsors"

Mark Crow
President - Lisaius Marketing



Use of Alvarado's GateLink10 admission control software and intelligent admission devices provide highly effective admission control.

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