

4 Advantages

4.2 Income Generation through Collectibles Sales

Enchantways™ keys take the form of any collectible. Keys are coded with four billion unique electronic signatures, ensuring that no two keys are alike to the game system. **See Sample Keys diagram for dimensions.**

Existing collectibles are modified to accept game keys, or new collectibles are created for the game. Collectibles feature specific ideas, groups, characters, events, or any desired theme to maximize their collectability.

Separate levels of game keys are created for separate groups of keyholders. **Entry Level Keys** are inexpensive or free. These keys provide guests with a limited window into the game with the corresponding limits of game events and take-aways. Keys are set such that their game use expires after a given duration, as in one day use only.

Mid-Level Keys are collectible and are used for a season. These keys are solid, attractive and change to commemorate seasons or events.

Full Range Keys offer all game possibilities. They are purchased or provided for passholders or other special guests. These keys are enabled for game use for a number of years or continuously.

Other merchandise is developed to complement game play. Hats, jackets, t-shirts, and character merchandising all promote the game and its excitement.

4.3 Incremental Installation

Enchantways™ is unique in that a large capital outlay need not be made available at the project's inception. A starter game system is made up of only one Entrance Station, one Game Station, and a minimum number of Event Stations.



Game function and the number of stations and events are modified at any time as determined by attendance, available capital or special events. Game expansion can happen incrementally on demand.

4.4 Guest Satisfaction and Intent to Return

The incremental nature of the game means the game experience is continually being made new, always in a state of renewal. Small modifications in game hardware, software or operation may greatly alter the guest experience. Game changes may be promoted to maximize guest satisfaction and intent to return.

Customized games are provided for Halloween, Christmas, or other special events.

4.5 Commodity Off-The-Shelf Equipment

Enchantways™ game hardware and software technology is readily available off-the-shelf, providing no development risk. All of the technology is currently in use in similar applications. It is the configuration and integration of the hardware and software that is unique. **See Analogous Birket Engineering Projects** for similar installations.

4.6 Low-Maintenance

The game system is realized almost entirely with non-moving parts, minimizing maintenance requirements. While the game effects and dispensers necessarily involve motion, the game system hardware and software does not. All hardware is packaged for intensive outdoor use with minimum downtime.

Input devices and Game Stations may be designed as non-contact, touchscreen or other low-maintenance devices.

4.7 Web Tie-Ins

Guests continue their game on the web after the days' visit. Promotions and updates on the web drive you back to the venue. Daily photos and Park-Cams on the web continue the experience and encourage returns.