

10 Further Opportunities

Game Stations provide **Advertising Space** that may be sold to park vendors, partnering resorts, and service providers.

Consider walking into a convenience or retail store....

...and the audio and displays switch to advertising tailored to you!

Corporate Events are sold to provide a special group experience. Game content unique to that corporation or group is loaded into the EnchantWays™ system for day, evening, or partial park use.

A school or any **Sub-Group** of park guests may have special game events or messaging made available. **Birthday Announcements** are made at Game Stations.

Mobile Game Stations are used at conventions, fund raisers, award ceremonies, or other **Temporary Events**. Game content specific to special events is provided to customize the event.

11 Expansion Options

Options are available to build on the EnchantWays™ platform. Any one or all of the below are provided.

EnchantWays™ keys may be used as **Credit Cards** and tied into POS, resort, travel, and service providers throughout the venue.

The **Instant Name Input** option streamlines operation. Software prompts for entering guest information are used to greatly shorten the time required at the Entrance or other Game Stations.

The EnchantWays™ system may be integrated with existing game concepts. The system may provide triggers for **IR Cued MP3 Players for Assistive Listening**, or **IR Cued Light Effect Collectibles and Interactive Toys**.

Keys may provide **Read/Write Functions** to operate outside of the networked game structure.

Where the system is integrated with interactive games, **Fighting In Line** or other **Advanced Gaming** options are used.