

5 Venues

5.2 Theme Parks

The goal of any theme park is to have guests come back to your park instead of the competition. As a key is kept after a visit, guests playing Enchantways™ are encouraged to keep returning to the park season after season where their game is in progress, finding more secrets and take-aways.

Destination Theme Parks use the Enchantways™ system to play within a park or across multiple parks. The game is structured such that game advancements are only made when a guest goes to all parks. Other levels of play are built around the destination's **Resorts**.

Similarly, **Regional Parks** have some levels of game play at one park, and other levels that are played across several parks around the world.

Smaller parks or **Family Entertainment Centers** use Enchantways™ by itself, or integrated as part of a redemption or cashless play system. The system is used to tie partner or affiliate locations together with promotions and incentives.

Similarly, **Shopping Venues and Malls** structure Enchantways™ to link multiple non-competing stores together.

5.3 Museums

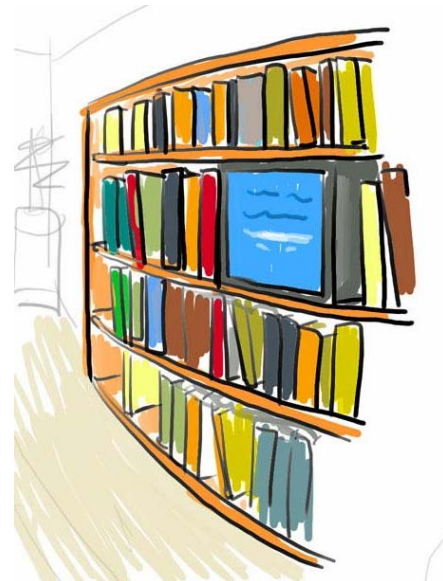
An Enchantways™ system brings life and animation to a museum or educational exhibit. Where museum funding is related to the educational impact it is having on visitors, the system provides the metric for measuring this impact.

Museum exhibit activities are only unlocked when visitors answer questions based on the exhibit. Visitor and play score data is manipulated and stored to be used as evidence of museum traffic and impact.

Experiences are tailored as needed by age, grade, school or group.

5.4 Conventions

Enchantways™ is designed for wireless use in a convention center. Game stations pre-loaded



with the convention content of interest are brought in on wheeled dollies and set where desired.

Game stations are used for show navigation, updates and information gathering. Convention game stations provide advertising space, generating revenue. Game stations are immediately removed at convention end.