



We are proud to introduce *accesso* MOBILE, our new mobile platform that allows you to deliver dynamic mobile content via branded apps for iPhone and Android, as well as a mobile optimized website.

With half of all internet traffic now coming through smart phones, the attractions industry is clearly going mobile. *accesso* MOBILE now allows attractions to affordably launch their own mobile-optimized website, provide comprehensive guest service information via a branded downloadable mobile application, and have the option to monetize their entire mobile program through mobile commerce for ticket sales and in-park revenue opportunities.

## **Key Features:**

### ***Content Management System (CMS)***

With *accesso* MOBILE you will receive a simple web interface to view and edit all the content inside your iPhone or Android application and mobile website. Each time the app is opened it checks in with the CMS and effortlessly downloads the latest content.

- Flexible platform for dynamically adding and organizing content from one central CMS
- Unlimited content organized into menus and pages
- Create new users for the CMS to administer the site or modify the attributes of an existing user
- Ability to imbed images, audio and video files
- Format content with a familiar rich text editor.
- Immediately publish new content on the mobile platform
- Add new content while still restricting this content from appearing in the mobile application
- Easily add and organize images from your computer using the Image Explorer and Image Filer tool
- Send multiple choice survey questions which allow for the collection of feedback for future analysis
- Integrate Twitter feeds into the platform to allow visitors to view your latest updates
- Easily send Push Notification messages to all app users
- Easily display dynamic updates from a blog, news site or any other content source which has an RSS feed

### ***Native iPhone and Android App***

Your application will be supported on both the iPhone and Android mobile platforms. The iPhone app will be available in the Apple App store and your Android app will be available for download in the

Android Market Place. Your *accesso* MOBILE application will support a number of robust features including:

**Integrated Social Networking:**

Allow guests to instantly update their social media networks through *accesso* MOBILE's integrated social networking platform.

- Allow users to post updates to Facebook and Twitter from within the app
- Pull news from your attraction's Twitter feed into the app
- Send a prompt to visitors to share their experiences via social media from any page within the app

**Attraction Highlights:**

Whether it's visiting the African Lion or exploring your newest event, *accesso* MOBILE allows you to make learning about your attraction truly interactive as guests will be able to receive detailed information about your featured exhibits, rides and shows.

- Organize and create unlimited content for guests to easily scroll through and identify their points of interest
- Encourage and promote visits to exhibits, rides and shows by incorporating images, text, audio or video to add to the guest experience

**GPS Enabled Mapping:**

Guests will be able to easily find their next exhibit, locate the nearest restroom or find their friends through a precise GPS enabled map.

- Precise GPS aware maps allow guests to zoom, pan, and toggle full screen
- Each map is redrawn to scale and overlaid with Google Earth technology
- The Friend Finder feature allows guests to keep track of their group by showing their friends and family's location within the map
- Support Static, Interactive or Cartesian Maps
- Static Maps provide guests a lay of the land as they explore your attraction throughout the day
- Interactive Maps (for outside locations) uses GPS coordinates to precisely associate each location of interest to the map and provide a search function that can show locations across the entire map (All Locations) or within a restricted radius (Near Me)
- Cartesian Maps (for indoor locations) provide location support without GPS using X/Y coordinates to precisely map specific locations of interest

**Custom Scheduling:**

*accesso* MOBILE allows your guests to preview the schedule of activities and events at your park to easily plan their next visit ahead of time. Guests will be able to customize their own itinerary based on their likes and interests.

- Enhance the visitor experience by allowing guests to fully maximize their time by learning about your attractions schedule prior to arriving that day
- Allows users to build their own schedule based on your venue's predetermined activities and events
- Create and add unlimited events to feature one-time, daily and weekly events

### **Marketing Capabilities:**

Communicate important messages to your guests on a real time basis. From push notifications to soliciting survey responses to generating sponsorship revenue, *accesso* MOBILE was designed with the marketer in mind.

- Launch surveys with multiple choice questions and answers to gain insight in to guest's experiences
- Survey responses are saved and easily viewed within the CMS
- Integrate sponsors and partners at your sole discretion throughout the application
- Generate real-time reports on how the app is being used via Flurry Analytics
- Send important updates and communications to your guests from within the app via push notifications

### **Mobile Ticketing: (optional feature)**

Give your guests the convenience of paperless ticketing, and allow them to use their mobile phone as the ticket. Backed by *accesso's* expertise in ticketing and commerce, your mobile platform has the opportunity to expand to include a variety of revenue generating features. All sales are processed by your venue's merchant account and settle directly to your bank account daily.

- Integrated commerce engine with the ability to securely process ticket sales, memberships, donations and more

### ***Mobile Optimized Website***

*accesso* MOBILE will easily redirect mobile browsers from your existing website to the mobile optimized version. This site is optimized for 320 pixels wide and the latest generation of mobile devices including iPhone, iPod Touch, Blackberry, Android, Windows Mobile, and Palm devices.

- Content from the system is also rendered in a browser on a mobile device.
- *accesso* MOBILE is designed to optimize all content on a mobile web browser creating an easy-to-navigate interface
- Your Mobile Optimized Website will support many of the great features also available for the Mobile App including; Twitter News Feed, Attraction Highlights, Schedule of Events, Park Hours, Blogs, and Mobile Ticketing