

# SKIDATA®

K U D E L S K I   G R O U P

## Access Solutions & Visitor Management

SKIDATA is a global leader in access management and ticketing solutions, providing fast and safe access for people and vehicles.

**2012**  
Always one step ahead: SKIDATA introduces the first online system.

**2008/2009**  
On the winners' podium: SKIDATA comes first at "Austria's Leading Companies" competition for the Salzburg area two years in a row.

**2005**  
New customer convenience for ski resorts: The Freemotion.Gate reader enters the market and is awarded for its innovation.

**2001**  
Worldwide success: SKIDATA becomes part of the Kudelski Group, a leading provider of digital security solutions.

**1996**  
Functionality meets design: The Barrier.Gate is awarded for its design.

**1989**  
World first: SKIDATA introduces the world's first "Entry and Payment with Credit Card at the Parking Column".

**1985**  
New business area: SKIDATA enters the parking business.

**1979**  
Pioneering: SKIDATA installs the first turnstile in a ski resort.

**2013/2014**  
The next generation: SKIDATA's Power.Gate, Lite.Gate and Barrier.Gate impress with their design and new functionalities.

**2011**  
sweb is born: SKIDATA introduces its software-as-a-service modules "sweb®" (SKIDATA's web-based services).

**2008**  
Payment made easy: SKIDATA wins the Intertraffic Innovation Award for the Power.Cash GUI (Graphical User Interface).

**2004/2006**  
Arrival in the first league: Following the UEFA European Soccer Championship in Portugal in 2004 and the FIFA World Championship in Germany in 2006, SKIDATA established itself as an access expert at large-scale events.

**1999**  
Unrestricted: The new access system can read tickets from all over the world.

**1991**  
Mass access to new segments: New SKIDATA systems make mass access possible for the first time and the company expands its portfolio by adding "exhibitions" to its business areas – stadiums and amusement parks soon follow.

**1987**  
Innovation: SKIDATA develops the first hands-free ski tickets based on RFID technology – the keycard.

**1983**  
Progress: The first 320 readers and turnstiles are installed in a ski resort. This makes pool billing possible, allowing individual ski resorts to team up for the first time.

**1977**  
Launching into a successful future: SKIDATA develops the first cash register and printed ski tickets. SKIDATA is founded.

## SKIDATA – Your Partner to Access Success!

The best managers of international facility operations companies leave nothing to chance. Neither do the best access systems. SKIDATA is the partner of choice in professional access and entry management. Our products and services guarantee fast and secure access for people and vehicles at ski resorts, shopping centers, airports, cities, sports stadiums, fairs, amusement parks and more.

In order to provide you with the best solutions, SKIDATA relies on an international team with experience and

know-how. Research and development are as big a focus as responsibility and sustainability. SKIDATA's products and services stand out with their exceptional design as well as intuitive ease of use and a high level of reliability.

Increase revenue, lower costs and gain a better overview with SKIDATA technology customized to your needs and aligned to the highest profitability and efficiency.

### SKIDATA worldwide:

- ▶ 10,000 installations
- ▶ More than 70 countries
- ▶ 750 employees
- ▶ 100% subsidiary of the Swiss Kudelski Group





## Parking Management

More than 6,000 operators worldwide rely on SKIDATA's expertise for their parking management. Whether it's airports, office buildings, residential parking, retail, park & ride facilities, shopping centers, cities and municipalities or hotels and public buildings – your customers appreciate it.

Short-term parking tickets, re-usable RFID cards, touch-free keytags, license plate recognition, credit card entries and exits

– people can get to their parking space with any data carrier. SKIDATA columns and barriers impress with innovative technology and reliability. Payments at automated pay stations are also characterized by easy and user-friendly handling for the end customer. SKIDATA users win at every turn!



## More Movement for Your Parking Management

Get started and gain momentum: With SKIDATA you can develop your parking facility into a consistent winner with skill and agility. Harness our seamless interplay between hardware, software and web-based services for your success. Barrier gates, parking columns, tickets, POS and automated payment machines by SKIDATA provide you with reliable and future-safe technology. It all comes together with parking space management that not only meets your immediate needs but brings your future plans to life.

Perfectly aligned software opens up additional sales channels, taps into new customer circles and adds value to secure customer loyalty. Meanwhile customized services add value for clients without any additional effort and investments from you.

Using SKIDATA tools for reporting and monitoring, you can keep an eye on every aspect of your parking assets anytime, anywhere. Respond quickly, act with foresight and implement decisions with confidence.



# Product Family for Your Parking Management

**Barrier.Gate**  
The gate for all areas of use scores with its stylish design and modern functions. The barrier arms are available in your desired colors. Various symbols using the integrated LED display improve the user guidance.

**Power.Cash**  
As the premium product among SKIDATA's pay stations, Power.Cash meets the highest requirements with regard to design, functionality, ergonomics, reliability and efficient service.

**Power.Gate**  
The universal multi-talent among parking columns. The Power.Gate can read various ticket types, offers comprehensive advertising options and can be custom tailored to your needs.

**Tickets**  
From short-term parking tickets and reusable RFID cards to touch-free keytags for long-term parkers, SKIDATA provides the appropriate technology and the most suitable data carrier.



**Software-Services**  
Software that's perfectly aligned to hardware completes SKIDATA's parking management. Take advantage of an online booking system for parking spaces, stay on top of things from anywhere, intervening as necessary and generating detailed reporting and analyses at the touch of a button. You have everything under control with SKIDATA Software.



Credit.Cash

Easy.Cash

DoorReader.Gate

Coder Unlimited 'Desktop'



## Mountain Destinations

SKIDATA is a pioneer and the world's Number 1 in the field of access and ticketing solutions for alpine regions. The skiing experience, as guests are accustomed to today, has been crucially shaped by SKIDATA. In 1977 SKIDATA introduced a cash register as well as printed ski tickets to the market. The second generation of access readers made complete billing

possible in 1983 – this allowed ski resorts to team up in larger pools for the first time. By 1987 SKIDATA had developed tickets for touch-free access based on RFID technology. With inconvenient manual ticket scanning gone, ski tickets could be read on the go from skiers' pockets, allowing them to hit the slopes in no time. SKIDATA users benefit the most!

## Set the Next Turn Towards Success!

Your access management determines how successfully your ski resort will develop because, above all, guests want to hit the slopes quickly and comfortably. SKIDATA has been keeping access management for mountain destinations in motion for decades. Harness our expertise to drive your long-term success!

The perfectly tailored combination of flexible access readers, intelligent POS and a range of ticket options simplifies your job

and make your products exceptionally attractive for guests. Go one step further and spoil your visitors with add-on services.

For example, offer guests the added convenience of booking their ski passes via their mobile or online. Use customized marketing activities to strengthen customer loyalty for greater repeat business. Flexible SKIDATA tools for reporting and monitoring will let you stay on top of things moment to moment.



# Product Family for Your Mountain Destinations

## Freemotion.Gate

With lightning fast scanning of ski tickets, the access reader significantly increases efficiency at lifts and gondolas. It also provides optimum comfort, safety and protection against fraud thanks to its innovative and reliable functionality.

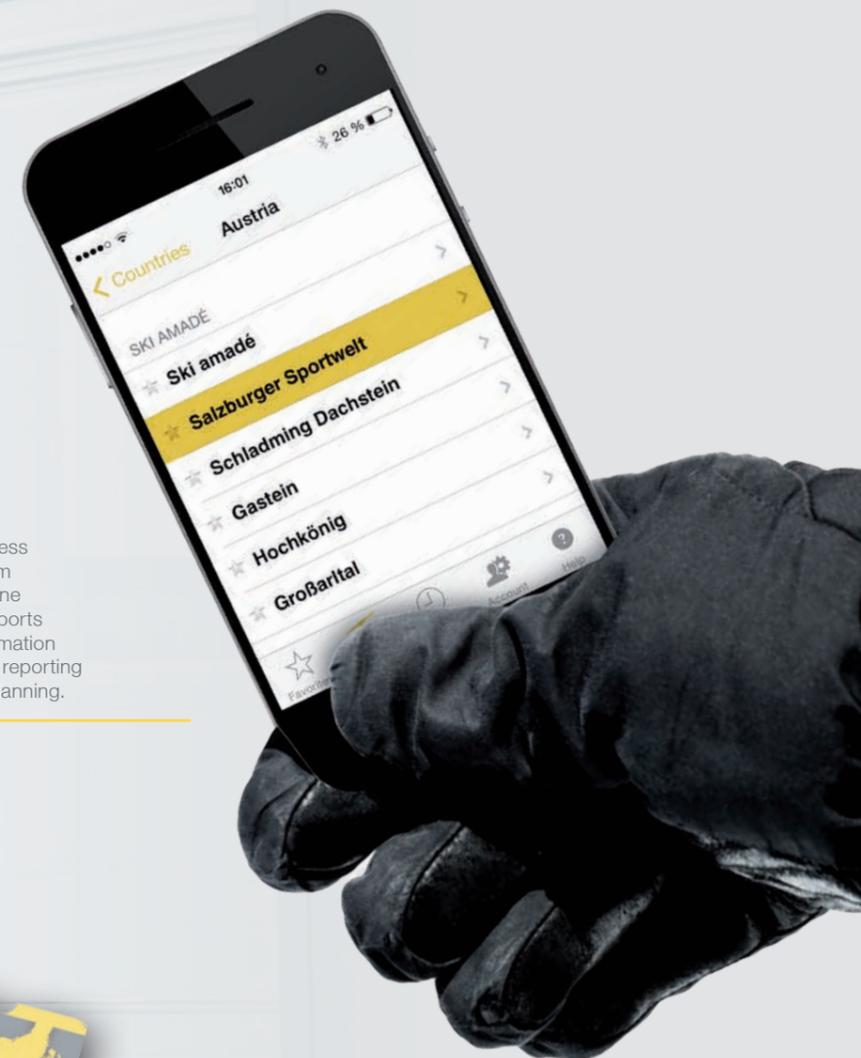


## Easy.Gate

This reader scores with fast access as well as inexpensive installation and maintenance. It is ideal for starters in the access area or as an addition to Freemotion.Gate readers.

## Software-Services

Approach your active, mobile guests with Software-Services. Sell ski passes and other products via the special iSkiPass app or webshop, and offer added value through loyalty programs or the Skiline altimeter diagram. Meanwhile you can access an overview of your ski resort from anywhere, at anytime and intervene as necessary. Comprehensive reports and statistics provide all the information you need about your resort while reporting and analyses support strategic planning.



## Tickets

From disposable barcode and RFID tickets to re-writable keycards and touch-free keytix 'light', SKIDATA has the right ticket for ascents and descents, day passes, subscriptions or season tickets.



EasyTicket.Cash 'reload'



EasyTicket.Cash 'wall-mount'



Handheld.Gate 'Keymobile'



Coder Unlimited 'Desk 3S'



Arenas and Attractions

10

End customers are already enjoying fast access to numerous stadiums & arenas, theme & amusement parks, fairs & exhibitions, public transport and tourist destinations worldwide. With SKIDATA access systems, visitors reach their destination conveniently and safely. The intuitive and user-friendly use of access readers, as

well as the fast recognition of various access media, measurably increase efficiency. SKIDATA introduced touch-free access based on RFID technology in 1987 – an innovation which still ensures convenient and touch-free access today. SKIDATA users always benefit the most!



## The Path to Enjoyment with SKIDATA Solutions

Stadiums, convention centers, amusement parks – you as the operator have to keep many things in motion: guaranteeing safety, processing high visitor numbers in a short amount of time, staying flexible and keeping an eye on costs. Using flexible visitor management, you can set the right impulses at the right time.

Safety and speed – this is what SKIDATA access readers and turnstiles provide. In the case of a sudden rush of visitors, you can easily expand your access system with mobile SKIDATA ticket control devices. In this way, you can react flexibly and in a targeted manner whatever the circumstances. And you can achieve even more: offer convenient, hands-free access with

various data carriers and integrate ticketing systems from around the world with ease.

SKIDATA also provides important data at the touch of a button and helps you to optimally manage streams of visitors, as well as with the subsequent stream of visitors analysis. So you can plan in advance with confidence and act quickly and profitably. You can also develop your range of services in many ways: manage reservations, provide parking spaces, organize access and enable customers to pay cash-free. And with the smart integration of CRM systems, you can create the perfect starting position to delight customers and streamline your processes. The path to enjoyment has never been this easy – for your guests and for you!



# Product Family for Your Arenas and Attractions

## Vario.Gate

Simple, flexible and fast! Whatever the ticket or data carrier, Vario.Gate checks every barcode and RFID ticket for access permission with just one scanning position – now that's prompt and reliable access control!

## Vario.Gate 'Touch-Pad'

Maintain control and a full overview right at the access readers. Simply choose the appropriate user permits: passive mode provides real-time access information about your guests on the touch display, while active mode allows you to intervene if necessary.

## Software-Services

Your customers already enjoy mobile ticket purchase & access – and you as the operator are mobile as well. Intuitive software provides important information in real-time at the touch of a button and offers support to flexibly manage visitor streams. Valuable information and data are available for analysis immediately after the event – anytime and anywhere.

## Tickets & Ticketing

Offer convenient, touch-free access to your attractions with SKIDATA tickets. You can also take advantage of our open interfaces – over 150 different ticketing systems from around the globe have already been integrated in SKIDATA solutions.



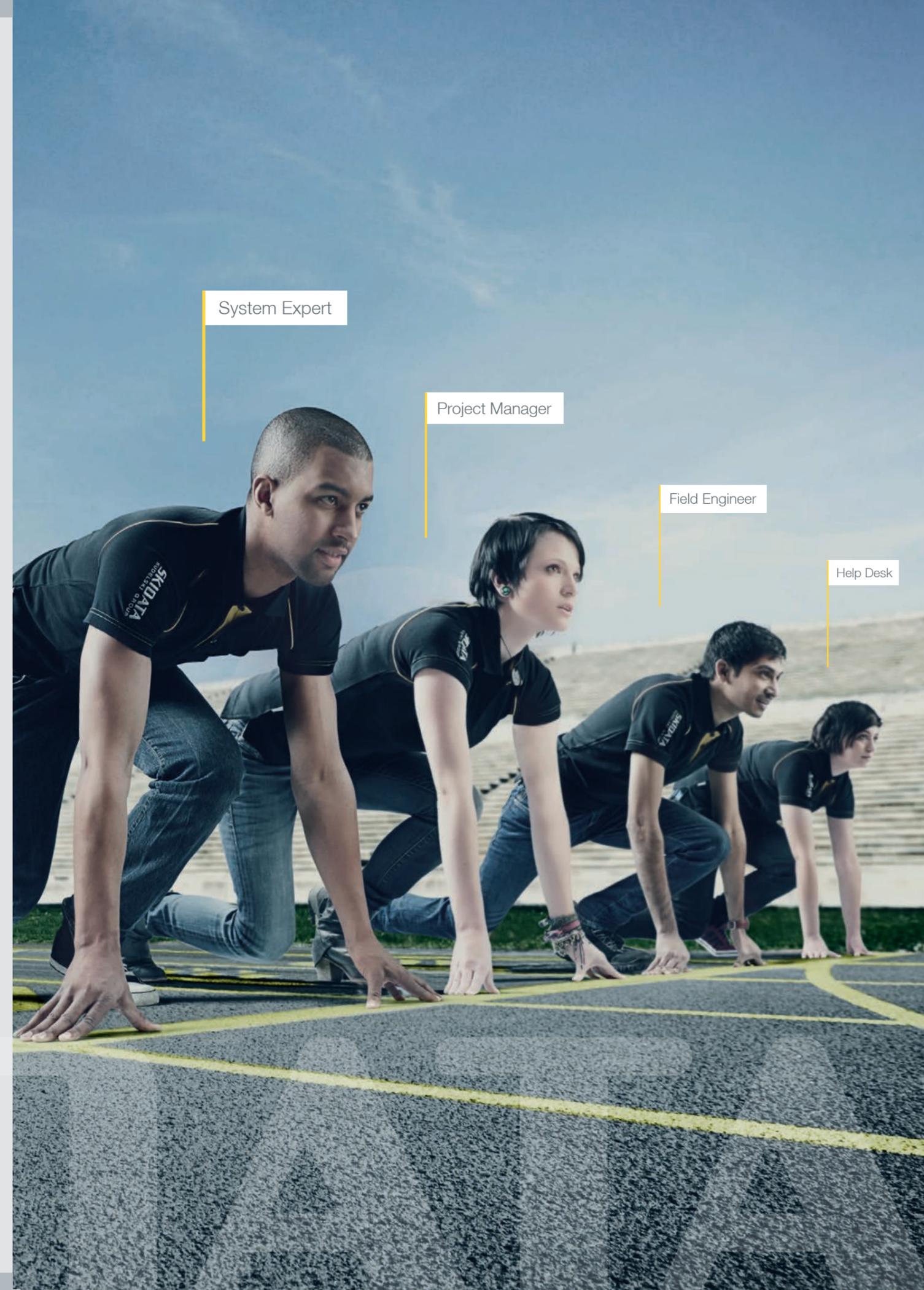
# SKIDATA Expert Services

SKIDATA strives to enter into long-term partnerships. For this, perfect service is crucial. Along with hardware and software, service delivery is a critical part of the SKIDATA business.

SKIDATA Expert Services comprises all the services that SKIDATA offers for confident day-to-day operation of your facility as well as during decision and implementation phases. We have the right solutions and impeccable service when you need it. We, Team SKIDATA, are ready when you are.

## SKIDATA Expert Services offer you:

- ▶ Services that are perfectly customized to your needs
- ▶ The best cost/benefit ratio
- ▶ Strategically designed support processes
- ▶ Coordinated and timely solution delivery
- ▶ Targeted know-how transfer in training sessions
- ▶ Local branches and service outposts
- ▶ On-call service outside of standard opening times
- ▶ A team of specialists



System Expert

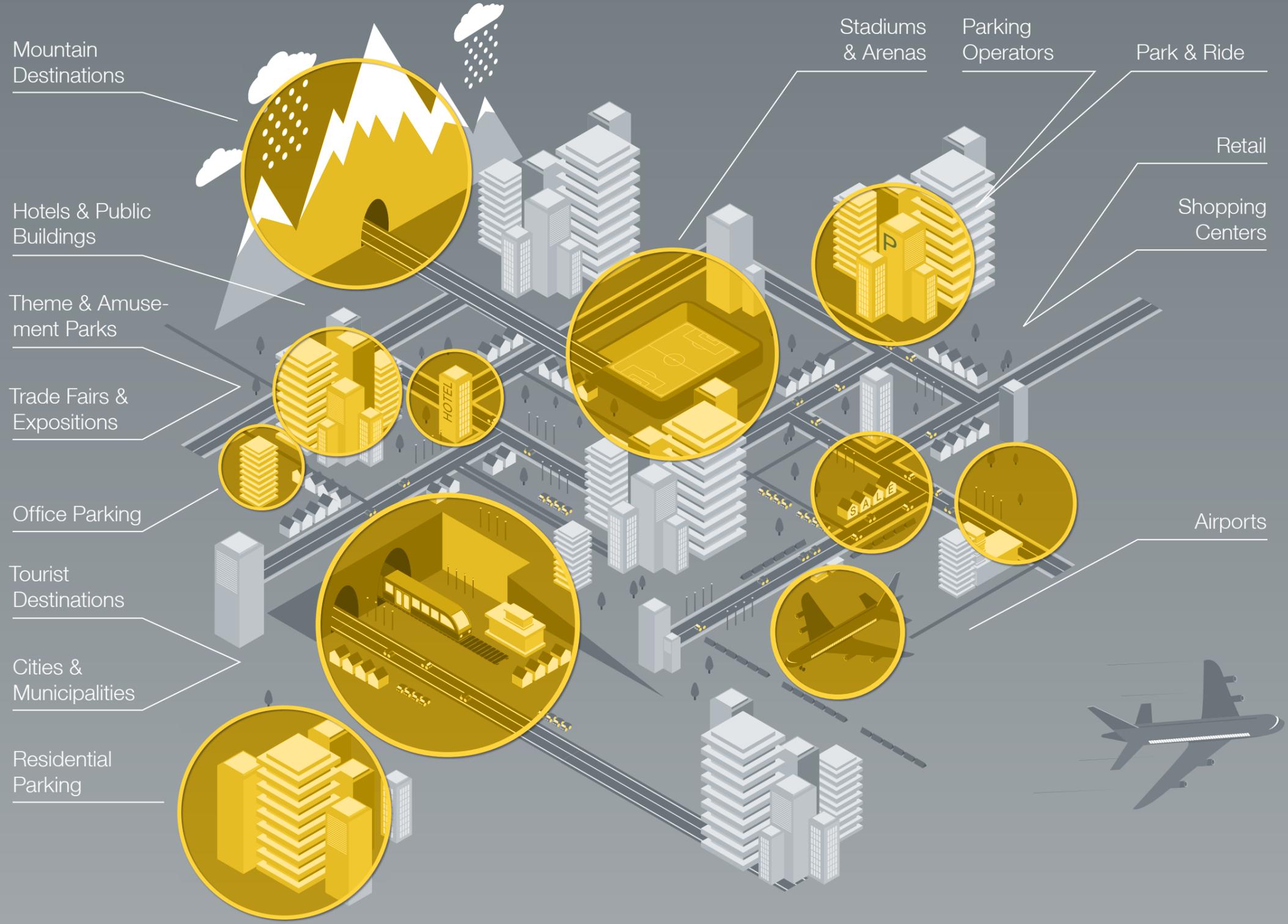
Project Manager

Field Engineer

Help Desk



# SKIDATA Business Areas



**SKIDATA**<sup>®</sup>  
K U D E L S K I   G R O U P



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