



LookingGlass Concierge

enhancing the visitor experience

OVERVIEW

Mad Systems has taken their patented recognition systems even further with LookingGlass Concierge.

This unique patented system will change visitor experience at museums, theme parks, retail, sports stadiums, fairgrounds, and a host of other venues.

Creativity is contagious. **Pass It On**

BACKGROUND

Our Facial Recognition based media delivery systems made us look at what else is possible to create better experiences for visitors to a range of venues and applications.

Would you not like to walk around all day, buying what you want, without having to carry anything? Would you not love to be recognized and have someone greet you by name? Don't you think that customer service means that the bartender should know your favorite drink, and the maitre d' your favorite table?

This is what the latest technology allows. Discreetly, and without having to put your information in the public domain - after all, Mad Systems' technology does not need an internet link to work.

WHAT IS THE OBJECTIVE?

It's simple - let's make things (even) better!

"with advanced technology come advanced solutions"

Once you develop the basic underlying technology, more and more things previously never even dreamt of become reachable objectives. LookingGlass Concierge is one of those - a solution based on available technology that can improve our visitors, customers and patrons' lives by providing solutions to problems that we had seen - but never considered being able to solve.

LOOKINGGLASS CONCIERGE - DESIGNED TO:

- recognize visitors and allow for groups of visitors such as families, friends, school groups or clubs to be associated as a group
- help the owner of the venue to ensure that parents cannot leave without their kids and use the venue as a daycare center
- help visitors to retrieve pictures, videos, prizes and purchased merchandise
- help members to achieve the best use of the facility and their member privileges
- help with exhibit, show or ride control by allowing access to certain shows/events/objects based on time of day or other criteria
- help owners increase revenue
- help members of a family or group to find each other using signage or personal devices, and even give progressive directions - including lost
- help the owner and parents to ensure that kids do not leave with people other than their parents, caregivers, or members of the group they came in with
- help with ADA compliance - and in fact provide ADA facilities well beyond minimum requirements, easily
- help VIP guests by providing recognition and/or additional privileges
- help with venue traffic control by telling visitors if there are quiet areas so that visitors can go see a particular exhibit or gallery (or indeed bar or food venue) that they have expressed an interest in
- help create even more memorable memories

GROUP VISITS: HOW CAN WE MAKE THEM BETTER?

Families, friends, clubs, conference participants and students often visit theme parks, museums, shopping malls, sports stadiums, visitor centers, and similar venues as a group. Keeping these groups together and finding members when they've separated can easily become an unnecessary distraction. In the case of conferences, finding someone you're hoping to meet is also never easy.

LookingGlass Concierge uses facial recognition to recognize people. It then logs each member into the group using a variety of methods including pre-entry data submitted prior to their visit, on-site log-ins using a self-service kiosk, or with assistance from a staff member. Once done, the system can keep track of where the members of that group are, retrieve pictures, and collect merchandise that members of the group purchase or win.





FUNCTIONALITY

The system will log people and group members as they move around the venue, and always log the last place they were seen. If a person or a group member wants to find other members of the group, they can walk up to a kiosk, retrieve information of where other members of the group are, how to get there, and have an option to leave a message for them (i.e. their next stop!) using the kiosk or even a personal device. This way, if mom and daughter want to do lunch while dad and son do that last ride, visitors can find each other when they want to get back together. Additional and ongoing directions may be provided as they walk around the venue via signage or a personal device.

When visitors want to leave the venue, the system can verify that all members of the group leave together, so that a child cannot leave with someone that is not a member of that group. Similarly, both parents could not exit, leaving their kids in the care of a museum, theme park or other venue depending on the age of the kids and the programming of the system. A visible or audible alarm could sound when a preprogrammed alarm condition exists such as when a child appears to be leaving with an unauthorized person, i.e. a person that was not logged as a member of the group. Furthermore, it could be programmed to avoid having a school group leave without the chaperones present.

THE THOUGHT PROCESS

LookingGlass Concierge aims to enhance the visitor experience. One of the ways it can be configured to do so, is by associating all pictures taken throughout your visit and merchandise purchased or won to your group, so that those visitors can collect their memorabilia when convenient on their visit. This means that lines for purchasing pictures are vastly reduced, and privacy is secured. Visitors will be able to walk up to a kiosk, and their group pictures will just appear - no searches will be necessary.

They could then select some or all, and have the option to pay for the images. They could acquire the pictures by storing it onto a media storage device such as a DVD or a memory stick, 'text' or email to themselves or others, or send a link to the media so that they could be viewed or retrieved by them or by other authorized group members later. In fact, even if they left the venue, image recognition could in principle be used to give them access to the images from home later.

LOOKINGGLASS: THE IDEA THAT SHINES

The rationale behind the system is that the experience should be easier for visitors if they are in a venue that uses some sort of recognition system.

Guests will feel safe knowing their kids cannot leave without their guardians, that people can easily find each other when separated - especially if cell phone reception is poor, and that they don't need to lug around that massive teddy bear they won!

Imagine how inclined visitors will be to buy merchandise knowing they won't be stuck carrying it for the rest of the day.

When the venue is especially crowded, venue operators can prioritize visitors who have shown an interest in an exhibit or experience but haven't yet had a chance to enjoy it themselves, by limiting those who have.

This option can also be used to help guide visitors to areas that pique their interest but aren't crowded. This system in essence helps spread visitors around the venue.

For example, when a visitor has shown an interest in both the U-505 exhibit and Science Storms at the Museum of Science and Industry in Chicago, they are pointed to go towards the U-505 exhibit first if the Science Storms exhibit is very busy.

let's make the idea work for you

With a concierge system such as this in place, a lot of things that are currently a chore would be made easier for visitors, and when combined with Mad's patent pending recognition-based media delivery, the LookingGlass system would create an unique integrated experience that is a generation beyond what has been seen up to now.

A SLEW OF SOLUTIONS

If the entry fee or ticket allows visitors special entry to certain exhibits or includes lunch and a drink, this recognition system keeps track of these advantages. Similarly, if a visitor's ticket limits their visit to a predetermined show time, this system recognizes that and will relay that information to the visitor when they visit the LookingGlass Concierge system, or they can choose to have this information on the timed event sent to their personal device.

WHAT BOX? MAD SYSTEMS SOLUTIONS

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