cStar Technologies Inc.

Guest–Centric RFID Wristband Room Key
Cashless Vending & Arcade Token Dispensing in Waterpark Resorts

Customer: Great Wolf Resorts

Deployments:	Grapevine, TX	December 2007
	Grand Mound, WA	February 2008
	Williamsburg, VA	May 2008

Case Study Updated: September 2008

Great Wolf Resorts, North America's largest operator of indoor water park resorts with 11 locations has begun to implement RFID Smart Bands™ for cashless payment at attended POS, hotel room keyless entry, park pass and guest ID. To further enhance guest convenience and increase revenues from RFID cashless possibilities, Great Wolf Resorts chose cStar Technologies to provide an unattended point-of-sale solution for cashless vending and cashless arcade token dispensing.

cStar RFID readers in soda, snack, ice cream vending machines and arcade token dispensers

The first Great Wolf Lodge to embrace cStar's SkyGate® *Hospitality* Vending Genie™ wireless, cashless transaction system was Great Wolf Lodge Grapevine, Texas in December 2007 and shortly thereafter the second deployment was at Great Wolf Lodge Grand Mound, Washington. The deployments were the first of its kind in the world to combine RFID technologies with wireless cashless vending and arcade token dispensing.

With the implementation of cStar's SkyGate® *Hospitality* Vending Genie™, Great Wolf Resorts are now delivering guest centric RFID cashless vending services and arcade token dispensing, and at the same time reaping the benefits of increased revenue and operational efficiency.

"At Great Wolf Resorts, we're continually looking for ways to enhance the total guest experience. With the help of cStar Technologies, we have expanded the convenience of RFID wristbands for our guests by deploying the industry's first RFID wireless cashless vending and arcade token dispensing at our new Great Wolf Lodge properties in Grapevine, TX, and Grand Mound, WA. Supported by cStar's outstanding customer service, the deployment was rapid, and the system has proven to be reliable. We believe that working with cStar Technologies in the future will offer exciting possibilities for expanding RFID cashless payment capabilities at existing and new Great Wolf Resorts properties."

Rajiv Castellino – CIO
Great Wolf Resorts

Guests at the Great Wolf Lodges are able to purchase their favorite beverages, snacks, and ice cream by simply waving their RFID Smart Bands™ at the various vending machines fitted with cStar's RFID readers. Arcade token purchases are equally easy in Northern Lights, Great Wolf Lodges' arcades. A simple wave of the RFID Smart Band™ at cStar's RFID reader-equipped token machines provides for convenient and fast service without line-ups. The cashless purchases are then posted in real-time to guests' room bills for adults or to stored value accounts for children. The latest deployment at Great Wolf Lodge Williamsburg, Virginia consists of twenty machines networked with cStar's SkyGate® wireless LAN devices to provide RFID cashless payment acceptance throughout the resort.

Results of the deployments include:

- A substantial increase in the vending and arcade sales
- 100% satisfactory feedback from all resorts
- Enthusiastic guest experience feedback
- Improvement of resort front desk staff productivity

- Significant reduction in machine down time and service calls
- No occurrences of vandalism to the machines.
- 99.9% cStar system reliability
- Hotel resources freed from providing change and overseeing vending machine out of service issues.

cStar's SkyGate® *Hospitality* Vending Genie™ can deliver the above benefits of cashless unattended POS applications to hotels, theme parks, water parks, resorts and other family entertainment centers.

If you would like further information about cStar's SkyGate® *Hospitality* Vending Genie™ solution or other cStar solutions, please contact us at:

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