



## ***The Future of Ticketing, Payment and Electronic Customer Relations Management (eCRM); A Tourism Use Scenario***

### **Sometime in the future.....**

Brian and his family are preparing for a much needed vacation. This year they are heading for Orlando, Florida to enjoy the theme parks, restaurants, events and other attractions for week of fun in the sun. While researching their upcoming vacation at the Orlando Visitor's Bureau Brian spotted an interesting link for the "Orlando Pass". This Pass offered tickets, passes, discounts, coupons, special offers and even a secure electronic wallet for their vacation money. For \$25 per Orlando Pass, Brian and his family would receive approximately \$700 worth of discounts and passes at some of their favorite places including all theme parks, all the major hotels, restaurants, cinemas, gift shops and local events. So Brian orders four Orlando Passes and is informed that he can pick them up at the Orlando Welcome Desk at the Orlando International Airport upon arrival.



When Brian and his family arrive at the Orlando Welcome Desk at the airport, Brian and his wife present their photo ID's to the hostess at the desk. She gives each of them a very cool looking little device on an Orlando lanyard, with a fingerprint sensor and a screen (LCD) and explains to them that this *Orlando Pass Disc* is their portable electronic concierge and will be their electronic pass to everything they want to do in Orlando. It will communicate with RFID at most turnstiles and cash registers. It will communicate with handheld computers in the theme parks as well. It can also be connected to any PC with standard USB for downloading additional tickets, cash, audio files, videos, information and coupons and is completely secure. If one of the children gets lost they can tap it to *any point of sale terminal* anywhere in a theme park and they will be re-united with them immediately. They can see what is in the Orlando Pass Disc by reading the LCD on the front of the Disc. Brian and each of the family members are quickly shown how to register their fingerprint into the little Disc. After they have registered their fingerprints, the Orlando Pass Discs are theirs. From then on, only the person who is registered on the device can make it work. The Orlando hostess also explains to them that the Orlando Pass Disc is equipped with *Auto-Redemption™*, which means that any coupons available to discount a purchase will automatically be used at the register when paying and any passes available will be utilized automatically as well. She tells them that they can see all their tickets, cash, coupons, passes and data at any time on the Orlando Pass Disc's screen but that they do not have to remember to use the coupons. This is all done for them.

The hostess asks Brian if he would like to have electronic cash loaded into the Orlando Pass Discs. She informs him that they will be able to pay for anything at the majority of businesses in the Orlando area with the Orlando Pass Disc. If the Orlando Pass Disc is lost or stolen there will still be a central record of all the eCash on the Orlando Pass Disc and it can be easily replaced. Charging it to a credit card as a purchase from the Orlando Visitor's Bureau, Brian has \$350 put in his and his wife's Orlando Pass Disc and \$50 in each of the kid's discs. At the same time Brian purchases the 3 day Disney World passes, 1 Day Universal Studios and 1 day at Wet 'n Wild. All of these eTickets are loaded into the discs at the Visitor Desk in less than a





second. Brian also sees that his reservations for the rental car and for the hotel are in the Orlando Pass Disc as well as a complementary dinner at Boston Lobster Feast for that evening.

At the rental car desk, Brian merely taps his Orlando Pass Disc at the RFID reader at the Tap and Drive kiosk and his rental car keys drop down into the tray. The location and make of the car is displayed on the LCD of his disc. Also displayed is a notice that he has been given an upgrade because of a coupon identified in his Orlando Pass Disc during the transaction. He also sees that he has been given an additional coupon for an upgrade the next time he rents a car from this agency. There is also a coupon for a half price dinner at any Olivia Garden restaurant.

When Brian and his family arrive at the hotel, he taps the Orlando Pass Disc at the RFID Tap 'n Check-in kiosk at the hotel. He is asked to have each of his family tap their discs to the RFID reader on the kiosk as well. Now all the family's discs can be used to open the door to their room. No other room keys are necessary. Additionally, during the process of making the Orlando Pass Disc a room key, Brian's Orlando Pass Disc is sent 4 coupons for free Florida Orange juices at the hotel restaurant and half price on a special selection of gifts at the hotel gift shop.

After putting their bags in their rooms and changing, the family goes down to the restaurant to have some lunch before heading to Ripley's Museum. Everyone orders orange juice to use their coupons, but they also have a full lunch. At the register, Brian taps his Orlando Pass Disc on the Tap and Pay reader. Brian can see on the LCD of the Orlando Pass Disc that the orange juice coupons are automatically redeemed and the remainder of the bill is paid for using Brian's micropayment account in the Disc. An electronic receipt for the meal is sent back to the Orlando Pass Disc as well as a coupon for a half price hamburger next time they come to the restaurant.

As they are walking through the hotel lobby, they notice an Orlando Concierge Kiosk. Brian's daughter taps her Orlando Pass Disc on the RFID reader. The large screen on the kiosk displays a list of available coupons and promotions. She chooses Ripley's Museum and asks for 4 coupons for their 4 Discs. The kiosk display instructs her to tap her Orlando Pass Disc to the reader and for each of the other group members to do the same. In less than a second, she is given a 20% off coupon for Ripley's as well as a coupon for 10% off in the Ripley's gift shop. Each family member follows suit and is given the same.

At Ripley's Museum, Brian tells the man in the ticket booth that he would like 4 tickets and that each of his family members has a coupon. Brian pays with his Orlando Pass Disc and an electronic receipt and additional coupons are sent back to him. Each family member taps the reader at the register and their discount coupon is redeemed and additional coupons are sent to them. The attendant at the ticket booth asks Brian if he and his family would like an audio/video tour of the museum. Brian says, "Yes", and the attendant provides each of them with a mini-SD memory card with a complete video tour. Each of the mini-SD cards are inserted into the mini-SD card slot in the Disc. Each part of the tour is activated by tapping at an RFID reader at the beginning of each section of the museum.



The next day, Brian and his family drive out to Disney World. At the turnstile, each person taps their Orlando Pass Disc on the RFID reader. During that action, the tickets are authenticated and 5 discount coupons are sent to each disc. By reading the electronic coupons on the LCD display, Brian and his family can see that each person has received different coupons that relate to things that they like. Each person gets a discount coupon for a meal, each



person gets a Fastpass™ coupon for a favorite ride, and 3 different discount coupons for theme gift shops. As they go through their day at the park they use their Discs to pay for their meals and gifts and are given additional coupons during every transaction. One time while paying at a restaurant, Brian's wife is sent a notice to her Orlando Pass Disc that there is a very short line at *Its A Small World*. So they hurry over to that ride. During their second day at Disney, Brian's son wanders off and they cannot find him. Fortunately he remembers to tap his Orlando Pass Disc at a *Listening Post* or a Point of Sale (POS) terminal in the Park and the Park staff finds him immediately and re-unites him with his parents.

One evening, Brian and the family decide to go to the movies. Brian purchases the tickets at the Concierge Kiosk and receives discount coupons for popcorn for the whole family. At the cinema, Brian just taps his Orlando Pass Disc at the turnstile as does each of the family members. The eTickets are validated and everyone gets in. Everyone is given additional coupons as well including discount coupons for the Outlet Mall. Everyone wants popcorn for the movie, so Brian purchases the popcorn and pays with his Disc. The discount coupons are automatically used and the remaining total for the popcorns is deducted from the Disc. Of course, a receipt is sent back to the Disc.

During their week in the Orlando area, Brian and his family use their Orlando Pass Discs extensively. They use them for everything from paying at restaurants, buying gifts, accessing their hotel rooms and redeeming discount coupons. They save a cumulative total of \$825 by utilizing these discounts, but they did have to purchase an additional suitcase at the Outlet Mall to carry back some of the items that they had not planned to purchase.

Once home, Brian receives an email letting him know that that their Orlando Pass Discs is also known as a meWallet® System idDisc™ smart handheld device and that it can be used at numerous web sites for authentication, payment and downloading of tickets. He is also sent a list of stadiums, cinemas, venues, shopping malls, stores and restaurants that accept the meWallet® System's idDisc™ smart handheld device. He is also informed that he can have this same technology in a new meWallet® System enabled cell phone or Personal Data Assistant (PDA).



Brian finds that he can now use the idDisc™ connected to his PC, via USB, to authenticate himself at the Tickethub or aBay web site and can securely pay with his idDisc™ for the Rolling Stones tickets that he just purchased. He can also download the digital tickets electronically to his idDisc™ and use them to get into the concert. When he downloads the Stones tickets and when he enters the concert venue, he is also given customized digital coupons for fan merchandise and food at the

venue.

By using his idDisc™ for online authentication and transactions he no longer has to type in usernames, passwords, contact information or credit card data. His data are always secure since everything traveling between his idDisc™ and the rest of the world is encrypted. Vendors and venues are sure that their customer is who he says he is since Brian is the only person that can make his idDisc™ function.

Brian is also able to load his children's allowances into their idDiscs. He is able to set special parameters in the idDisc™ to control their spending and purchases online and at the shopping mall. If one of his children's idDiscs is lost, it is no problem. A record of everything in the idDisc™ is on a secure server and the idDisc™ can be replaced with exactly what was in it when it was lost.



When Brian and his wife go grocery shopping, they now go first to the grocery store web site. Brian's wife connects her idDisc™ smart handheld device to the computer and authenticates herself at the site. She is immediately offered coupons that relate to her families preferences. She can download, to the idDisc™, all the coupons she wishes to use.



At the grocery store all coupons are redeemed automatically at the check out. She can also pay with her idDisc™. During check out, she is also given new personalized coupons and offers from the grocery store and associated merchants.

*(The supermarket is now able to send all coupons redeemed electronically to the coupon issuers for redemption saving them thousands of dollars a month).*

Next year, Brian's children will be able to use their idDisc™ at school to pay for lunches and to access special areas of the school campus.



Brian and his family use their idDisc™ almost everyday for almost all their online and off-line transactions. At work, Brian is able securely to move encrypted files from one computer to another and to access controlled areas of the company network using his idDisc™. He and his wife also use their idDiscs to access their aBay accounts. They can even securely download some of the money earned from their aBay business directly from their PayFriend account into their idDisc™. Brian's wife chooses the DVD's to rent at the Zazoo.com web site and downloads the rental codes to her idDisc™. At the local Supermarche, she picks up the DVD's at the Movie Kiosk by taping her Orlando Pass Disc to the reader on the kiosk. The kiosk delivers her DVD rentals and sends her additional personalized coupons for use at the Supermarche while she is there as well as offers for discounts at the Zazoo.com Shopping site. The whole family uses their idDiscs as mp3 and mp4 players as well.

As the years go on, Brian and his family will find that they are able to use their meWallet® System idDisc™ smart handheld device and meWallet® System enabled cell phones in more and more locations and for more purposes. Their idDiscs™ become their driver's licenses and secure passes for the Trusted Traveler line at airport security.

They are able to keep their medical and related insurance records on a special idDisc™ provided by their primary physician and sponsored by their local hospital. It eliminates the need to fill out forms throughout the health care system and helps their pharmacist to identify conflicting prescriptions.

Does this sound like science fiction? The meWallet® system idDisc™ smart handheld device technology will be rolled out in closed loop communities in the coming months.

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