



PICSWARE

MANAGING MEMORIES IN A FLASH

- ▶ IMPROVE CUSTOMER EXPERIENCE
- ▶ STREAMLINE PROCESS
- ▶ SAVE MONEY, GO GREEN
- ▶ INCREASE REVENUE

1



CAPTURE GUEST DATA

Photographer or assistant swipes or scans guest card or reads RFID band with mobile device.

2



TAKE PHOTOS

Photos are taken and automatically transferred to the mobile device.

3



STORE PHOTOS

Photos are tagged with guest data and other information and transferred to a central server.

4



SELL PHOTOS

Photos are available at touch screens or self-service kiosks by simply using their guest card or searching by other criteria.

WWW.PICSWARE.COM

YOUR DIGITAL EXPERIENCE COMPANY

WHAT IS PICSWARE?

PicsWare is a revolutionary photo management and passenger experience suite designed specifically for the travel and hospitality industries, but uniquely suited to the cruise industry. PicsWare streamlines the picture-taking, tagging, viewing, sharing, printing and purchasing process by integrating a handheld computer with card or ID reader with SLR camera at the point of experience, and then passengers can view, share, download, and print from touch screens or kiosk stations.

WHAT DOES PICSWARE DO?

The concept is simple: turn a currently inefficient process into a more efficient process with increased revenue capture, while enhancing the overall passenger experience. PicsWare can also provide a rapid Return-On-Investment (ROI), multiple opportunities to increase revenue, and the ability to gain positive exposure for going green.

HOW DOES PICSWARE HELP ME?

INCREASE REVENUE

- ▶ Simply improves the passenger photo viewing, sharing and purchase process
- ▶ Provides a platform for supplementary revenue streams through advertising and promotions
- ▶ Captures missed photo sales by facilitating post-cruise purchases online
- ▶ Frees up corridor and wall space for other profitable uses
- ▶ Offers additional revenue streams through camera sales and rentals

IMPROVE THE CUSTOMER EXPERIENCE

- ▶ Simplifies the picture review process; can search for photos by a swipe of ID card, name, group, time, excursion, or event
- ▶ Allows passengers to review photos online post-cruise
- ▶ Pictures can be posted to the web immediately so friends and family can see all the fun they missed

SAVE MONEY— GO GREEN

- ▶ Eliminates significant waste from printing and displaying all the pictures in advance; helps make the ship more environmentally friendly
- ▶ Integrates into your current POS and printer management systems
- ▶ Eliminates the need for the manned corridor based POS station

HOW DOES PICSWARE WORK?

The system integrates a standard SLR Camera with a portable handheld computer via Wi-Fi. The computer has a card reader, which tags the picture to the passenger and synchronizes it up to a centralized server when docked. The server then distributes the pictures to view, share and print-on-demand kiosk stations, which rotates through the various pictures to attract passengers to the kiosks. Once at the kiosk, users swipe their cards to view all of their photos, at which point they can share with friends or family, purchase and print. For the photographer, we offer an intuitive and straightforward interface via a handheld computer to scan passenger cards, manage passenger groups and events, and automatically synchronize photos back to a centralized server when docked. For the passenger, we offer an easy to use web based, interactive touch screen for photo search, display, share and purchase.

PICSWARE™

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