

INTERCARD ARCADE SYSTEM INTEGRATION

CASE STUDY: PLAYDROME BOWLING & ENTERTAINMENT CENTERS

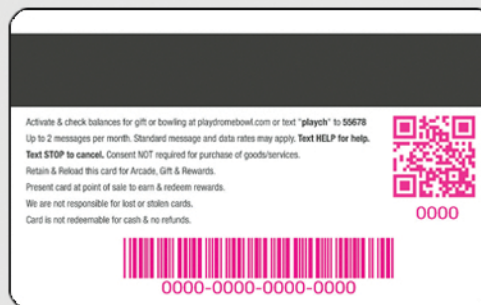
ONE CARD SWIPES CROSS PLATFORM

Playdrome Bowling and Entertainment Centers has operated our loyalty system for over 5 years and recently selected Intercard to run their new arcade stored value platform. Playdrome's management came to us with a unique challenge...could patrons swipe the new gaming cards issued by the arcade kiosks through our existing loyalty application already installed across the facility including the bowling front desk, billiards area, and snack bar. The answer was **YES** and the card you see before you was issued by Intercard and can be swiped or hand-keyed through any terminal running our loyalty application. There is only one ID# (the Intercard ID) and we added a custom sequential card range to our system to accommodate the new format so the cards would work cross platform thereby making it very convenience and easy for both customers and staff.



ONE CARD TO REGISTER & COLLECT DATA

The back of the newly printed arcade card features our loyalty system's standard activation instructions so patrons can text "**playch**" to **55678** and activate a new loyalty account from their smart phone by entering the Intercard ID# and completing a registration profile that collects name, email address, mobile number and birthday. Alternatively, customers can visit Playdrome's website at playdromebowl.com and activate their card online. Upon activation, customers can take full advantage of Playdrome's reward earning opportunities across the facility including food, billiards and bowling or use their card in the arcade. One card works everywhere and gift, rewards and games balances are separately tracked between applications.



Jon Perper, Owner, Playdrome Entertainment Center

"The integration with Intercard was seamless and we can now run all our stored value applications across all our attractions on ONE card! This achievement is a huge benefit in rewarding and communicating with our customers as we continue to grow our business."