



tape  
my day

Makes more of the visitor's stay

- **THEME PARKS**
- **AMUSEMENT PARKS**
- **WATER PARKS**
- **SNOW PARKS**
  - **FEC'S**
  - **ZOOS**
- **CRUISES**
- **RESORTS AND MORE**

AND AN INFINITE RANGE OF OTHER ATTRACTIONS:

TRAMPOLINE PARKS, SHOOTING RANGES, BOWLING, ZIP LINES, SOFT PLAY, CLIMBING, HIGH TRACKS, WAVE SURFING, KARTING, DOLPHIN PARKS, ETC.

**TapeMyDay**, Automatically films, edits and distributes a personalised guest video covering the entire visit.

More appealing than single attractions +  
More value for money =  
More revenues & publicity

# LOOKING FOR ADDITIONAL REVENUES AND PUBLICITY?

**TapeMyDay**, The new generation track & trace visitor photo & video experience:

- Automatically films, edits and distributes a personalised guest or group video.
- Combines photo and video, covering the entire visit at lower operations costs.
- Creates more value for money, achieving higher pricing & purchase percentage.
- Generates additional visits through word of mouth and happy customers.
- Generates additional revenue by optionally embedding ads & commercials.
- Provides smartphone apps and stimulates website visits for downloading the videos.
- Increases merchandising sales through USB, print, great video cards & gift boxes and other distribution options.
- Guarantees worldwide publicity by easy sharing on social media.
- Collects valuable visitor data for marketing & promotional purposes.
  - Provides tools for safety, security and attractions analysis purposes.

**TapeMyDay** combines innovative high-end tracking and tracing software with state of the art HD cameras. It can distinguish between people even in a disorganized environment. It is able to detect and film or take pictures of specific visitors during their entire stay or activity. Moreover, one camera can track, trace and film a large number of people simultaneously. The system is activated upon checking into the filming zone. All of this makes **TapeMyDay** exceptional.

## TapeMyDay at work

- The visitor is offered an opt-in or opt-out opportunity at the entrance.
- The video can be purchased upfront from the website or at any time at the ticketing desks.
- The visitor is issued a registered Barcode, RFID card or wristband (our technicians will work together with you to find the best solution).
- The visitor is automatically scanned at every attraction.
- The system software keeps track of the exact whereabouts of each person by placing a ROI (Region Of Interest) around the person.
- The personalized visitor experience video is made based upon the ROI.
- The mix of on-ride, off-ride and guest point of view photo and video images may range from close-up shots to distant panoramic views.
- The most exciting moments are automatically recorded,

edited and uploaded to dedicated servers and included in a choice of pre-scripted videos.

- Fewer or no photographers are needed, resulting in lower operations costs.
- Teasers of the personal video clips can be previewed on visitor smartphones and at kiosks and merchandising locations around the park to increase sales.
- Displays at strategic locations can show enticing footage or promotional clips, based upon TapeMyDay footage.
- Purchased videos/photos can be automatically uploaded to visitor smartphones or downloaded from the facility website by means of an issued code.
- At the merchandising shops the videos/photos can be sold and made available on USB sticks, special video gift cards or video gift boxes. Other means of transfers can also be discussed.

**"There is no better way to TapeMyDay"**



1

You visit the park



2

We record the action



3

All day long



4

You keep re-living the experience

A persuasive and totally irresistible personalised film can be created in cooperation with the venue. All the personal visitor highlights are incorporated in a pre-scripted video, for which various themes could be created, such as a Christmas special. This results in a truly compelling story from an enthusiastic "welcome" to a "see you again soon" by staff or mascots and including an exciting mixture of different ride Points of View starring the guest. It is even possible to combine group or family images into one and the same film as well as adding facility or sponsor logos, ads and promotional messages. Exciting park and attraction soundtracks can enhance the experience throughout the video. All of this is edited and distributed fully automatically by state of the art software and hardware.

The results are a wonderful lasting personal memory for the guest and a great promotional venue showcase far beyond any other ride photo or video capabilities to date. The fact that it covers the entire stay rather than just a single attraction increases the sales price as well as the percentage of people purchasing a film as this is perceived as much more desirable and much more value for money by the visitor. Ultimately, such comprehensive footage becomes an absolute must have for any visitor thereby generating a considerably higher revenue and promotional value for the park.

**TapeMyDay** represents a long proven technology originating from the automotive and medical inspection industry as well as from security surveillance technology where in all cases reliability and accuracy are essential. Solutions are based on the specific client requirements as well as on the type and number of attractions or activities and are customized to be installed in any kind of amusement, leisure or sports facility. There are basic, premium and

ultimate versions with different capabilities to fit any budget. Services include on-site installation (with local assistance), on-site training, a one-year warranty and remote access for service and configuration back-up as part of an ongoing maintenance service contract. Flexible revenue share terms are based on a mutual cooperation agreement with partial optional finance and leasing opportunities



## Giga Selfie

Then there's Giga Selfie. A person stands on a marked spot and takes a selfie. This selfie is then enhanced by a remote distant camera to include the whole scenery around them. The new result is sent to their smartphones." A simple and great attraction for landmarks, resorts, theme parks, etc.

# TapeMyDay Performance

**TapeMyDay**, The new generation track and trace sports analysis system for:

**SPORTS FACILITIES • TEAM SPORTS • INDIVIDUAL ATHLETES • TRAINERS • MEDIA • AT HOME VIEWERS • AND MORE**

- Automatically follows and films all individual players simultaneously.
- Covers the whole training session or entire match from start to finish.
- Offers live video streaming and analyzing tools for trainers & coaches.
- Allows insight into physical, tactical, statistical and technical matters.
- Generates live graphics, statistics & multi directional game highlights.
- Enables second screen and interactive television viewing at home.
- Provides additional tools for facility safety & security analysis purposes.



## TapeMyDay - Performance

TapeMyDay - Performance is a fully automatic player-analysis system using industrial-grade cameras combined with our unique track & trace software. Contrary to many other systems there is no need for a sensor or transmitter.

It provides insight into physical, tactical, statistical and technical matters of individual performance and/or interaction between players and teams during and after a training or match in a simple, fast and precise way. There are basic, premium and ultimate versions offering different capabilities to fit any budget from recreational to professional.

### Picture analysis

The system is capable of following the ball as well as all individual players and referee(s) simultaneously. Subsequently, snapshots or a personal film can be made of each. This enables reviewing and analysing all actions and interactions at any moment in time

### Tracking parameters

Our software will generate various statistical parameters for each player, such as distance covered, average and maximum speed. This makes activities, efforts, causality, and fatigue ev-

ident. It also provides the ideal tool for player comparison. All this data is stored in a database and can be compared and/or combined in order to further enhance player or match analysis. By working with multiple cameras, players can be identified faster and images from different viewing angles can be combined.

### Operation

Our intelligent surface software further enables the trainer to edit the footage, by using an on-screen marker to highlight certain actions. It is also possible to add notes and simple analysis to the timeline, as well as to view live graphics and statistics.

### Summary

The TapeMyDay - Performance system offers insight into physical, tactical, statistical and technical matters of individual performance and/or interaction between players and teams during and after a training or match in a simple, fast and precise way.

## Selfie-Me

Yet another innovation is Selfie-Me, a system installed in stadiums and arenas such as the pilot project Amsterdam Arena, where spectators can download an iOS or Android app to see photos of themselves cheering after a scored goal. This is combined with security camera surveillance and works on basis of numbered seating.



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