Level 11 is a user experience and software development firm that helps transform how customers interact with your company and brand.

Amplifying the Theme Park Guest Experience
Level 11 | Be Disruptive™
December, 2017
Who is Level 11?

Level 11 has developed transformational guest experiences to the biggest brands in the world, including Walt Disney World, Starbucks and Carnival Cruise Corporation.

We combine design + engineering under one roof to successfully deliver unique, frictionless, large-scale, complex experiences—every time.

XDE™
Experience Design Engineering™
What we do.

- **P.A.E.R**
  - Curated innovations that connect your guest to your brand.

- **Orchestr8**
  - Creating seamless experiences while gaining data and business intelligence.

- **Integr8**
  - Bridging disparate systems to create a connected ecosystem.

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How we do it.

1. **Define the Mission**
2. **Assess the Problem**
3. **Envision the Solution**
4. **Prove the Concept**
5. **Execute the Vision**
6. **Analyze the Results**

Excellence requires iteration:

Iteration is the key to building products that meet real human needs.

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**Orchestr8** is based on our platform development and years of experience working on the Disney MagicBand and Carnival OCEAN Medallion.

**Integr8** comes from the realization that connected ecosystems require best-of-breed solutions to work together.
Creating an Integrated Experience

A unified experience across the customer journey lays the groundwork for innovation.
Q: Why Level 11?

A: Experience Design Engineering

- Level 11 partners with its clients to **envision and deliver seamless and unified guest experiences** at scale - always delivering transformational solutions.

- Our Orchestr8 platform is based on solutions for Disney and Carnival and has over $40 million in engineering investment.

- Our people, platform technology, and know-how **deliver value to all stakeholders** in the ecosystem.

- Partnering with Level 11 **mitigates risk while ensuring** a seamless and frictionless experience for Wanda’s guests.

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Level 11 has a proven track record of helping the Amusement Park and Attraction industry:

- **Enhance the guest experience**
- **Generate revenue opportunities**
- **Optimize staff productivity and efficiency**
- **Data analytics, and the creation of guest digital profiles as a first step to developing a "guest genome"**
Solution Thought Starters
Guest Identification

Flexible platform for evolving technology.

Branded wearable bands can become a flexible platform, containing a variety of hardware configurations as the program matures.

NFC (Near Read) enables Tap-to-access and Tap-to-pay guest experiences.
Long shelf life and minimal fulfillment infrastructure.

Active BLE (Far Read) enables location services for guest and staff.

Encryption enables secure scenarios like hotel keys and some forms of payment.

Active wearables require batteries.
Management of these wearables requires additional infrastructure for fulfillment.

Branded stanchions and mobile app readers work together in many configurations to support different experiences using the same wearable at Disney.
Transportation & Parking

App-based parking payment integrations

Tap-to-Pay or App-to-pay with folio via phone or wearable.

Reconcile multiple ticket and payment types with unified folio via kiosk or app.

License plate recognition for frictionless entry and exit.

Tap-to-access & exit.
Pay with folio via phone or wearable.

Wifi Access to enable extended features in parking areas.
Ticketing & Reservations

Parks & entitlement access

Tap-to-access VIP areas.

Tap-to-pay for concessions.

Self-service to add value inside the park.

Readers for line-entry and final boarding to enforce entitlement access (FastPass or pay-per-ride).

Integration with existing App-based solutions and scanners

Integration with turnstile solutions

Wearables ordered ahead held at will-call. Staff enabled to fulfill all guest service functions.

Self service kiosk to fulfill & vend all ticket types. Manage account and add entitlements after initial ticket sale.

Open turnstiles.
Searching & Wayfinding
Retailing & Commerce

Level 11’s blue dot wayfinding from directory search at kiosk & mobile app as implemented for OCEAN

Interactive directory shows wayfinding routes.

Push notifications for route information from interactive display.

App can access wayfinding enroute.
Group Coordination

Level 11’s ‘Travel Party’ Group management in the mobile app as implemented for OCEAN.

App supports central management of group ticketing & Folio.

Potential group coordination platform extensions.
Launched in 2013, MagicBand is recognized as one of the largest and most successful launches of a consumer wearable technology in a connected ecosystem. Over 30 million guests and 100,000 daily visitors have experienced the xConnect system, which powers over 250,000 events per second.
• Level 11 was brought in as a skunkworks team to assist Disney’s Next Generation Experience team with the design and development of a system that could read the ping time/flight from a new consumer BLE-enabled wearable.

• Level 11’s role was to build the xConnect system which today manages all events from the MagicBand to all contact readers, long-range readers, door locks, tables, and attractions.

• Level 11 was instrumental in rethinking how to manage the volume and scale of the events expected from over 40 million annual guests and design a resilient system with a high degree of maintainability.

• Level 11 maintains an ongoing role as the key development partner for MagicBand V2 and also provides ongoing maintenance and support for the xConnect system.
Images: Working touchpoint and park entry POC and prototype of the Walt Disney World MyMagic+ system
Global Analytics

Disney is now able to track customer satisfaction, movement, and conversion across the entirety of its parks, resorts, and cruise lines thanks to xConnect.

By considering the corporate steward as a user of the data—whose experience is just as important as the guest’s—Level 11 ensures that Disney will be able to employ continuous innovation and improvement within their ecosystem based on real and actionable intelligence.
Since 2014, Level 11 has partnered closely with Carnival Corporation to create the world's largest, most revolutionary guest experience platform. Ocean is the first ever to fully deliver on the promise of personalized experiences based on location, identity, and context.

The Ocean Medallion and Ocean Compass were designed to create seamless IoT integration, location-based services, and unprecedented guest service and personalization. Level 11 has played key roles in all phases of Ocean development, ranging from early ideation to technical engineering and solution deployment.
Level 11 has built technology that enables seamless movement throughout and beyond the ship.

By enabling guests to plan their trip ahead of time and authenticate themselves at home, boarding the ship is now hassle-free: simply walk onboard as your Medallion positively identifies you to security personnel and crew.
The IoT-connected ships will not only empower guests to create their dream vacation, but will empower crew to understand every moment of the customer journey, as well as view real-time individual, group, and ship-wide analytics— from embarkation and boarding times, to luggage location and handling, to housekeeping and emergency management. The Ocean Compass provides service delivery and operationalization to an unprecedented depth and scale.
Carnival: Wayfinding

Guest-aware, personalized navigation experience on 4K touchscreens and mobile devices
Carnival: Wayfinding

Guest-aware, personalized navigation experience on 4K touchscreens and mobile devices
Carnival: Ocean Memories

Large quantities of photos generated and shared by guests and crew and automatically associated with events create a starting point for guests to tell their stories.
Carnival: Safety Assembly and Monitoring

SOULS ON BOARD

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SEND SOLAS

Reset

Search

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Adam Smith, Guest Male D330 USA 11/12/1958D
Alan Nelson, Guest Male D342 -- 11/12/1958B
Allan Torres, Guest Male E435 -- 11/12/1958F
Amber Reyes, Guest Female E536 -- 11/12/1958H
Andre Young, Guest Male D344 -- 11/12/1958C
Anthony Ortiz, Crew Male E532 -- 11/12/1988G
Benjamin Tucker, Visitor Male -- -- 11/12/1978X
Betty Flores, Guest Female E530 -- 11/12/1958G
Billy Holmes, CorporateMale -- -- 11/12/1968X
Bob Nicholson, Guest Male D341 -- 11/12/1958B
Brandon Hicks, Visitor Male -- -- 11/12/1978X
Bruce Simpson, Visitor Male -- -- 11/12/1978X
Level 11’s Mobile Order & Pay solution is enabling some of Starbucks’ busiest stores to move more customers, thereby driving incrementally and significantly more transactions, while helping to improve customer satisfaction.

**Starbucks: Mobile Order & Pay**
Ready for Launch

In order to make ordering from Starbucks painless and fast while increasing throughput and drink production, Starbucks launched one of the first QSR pre-order systems in the world.

Level 11 designed the operational processes transformations for both drive through and in-store, as well as leading the design, technology, prototyping, rollout and adoption. Level 11 launched an initial pilot, which preceded a national rollout.

Images: Level 11’s working prototype proved out key technology stacks to facilitate speedy and accurate delivery
Video Examples

Wayfinding
https://vimeo.com/242403572

Interactive Signage Prototype
https://vimeo.com/242403066

Network Wall
https://vimeo.com/243397957
Thought Leadership

Forbes Technology Council
Elite CIOs, CTOs & execs offer firsthand insights on tech & business.

12 Factors To Help You Evaluate Potential Technical Solutions
Click [here](#) to read article

The Hype And Hope Of Experience Design
Click [here](#) to read article

How To Power A Better, More Personalized Customer Experience
Click [here](#) to read article
Testimonial

“There seems to be no shortage of folks that suggest "they actually did it" with respect to these innovations, but the reality is most have had little to nothing to do with "doing it”. However, I will share that Level 11 has been an invaluable strategic technology partner on the toughest and most critical project elements at Disney and Carnival. The Level 11 team is the best and brightest in their space - always delivering amazing solutions.”

- John Padgett
Chief Experience and Innovation Officer, Carnival Corporation. John has been central to the most significant innovations in the theme park, destination, and cruise industries for the last 15 years. They all blend strategy, creativity, technology and operations centered on the Guest: Disney’s FastPass, MagicBand, Magical Express, and Be Our Guest; Carnival's OCEAN Medallion, and others.
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Thank You