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.
CASE STUDY

My Disney Experience

My Disney Experience online tool allows you to stream, plan, and share your vacation, at home and on the go. My Disney Experience gives you all the tools to rank, manage your vacation so you can connect with everyone in your travel group to share and make plans together, including FastPass+ selections. Once you’re on your vacation, hotel and dining reservations appear for easy access.

Park Entry

The Park Entry removes the barriers to Disney Parks and lets you create, transform, and personalize experiences. The new, open entry system allows families to easy together and enter the Parks as one, flowing through and around architectural elements instead of staid barriers. A revolutionized Cast experience provides a flexible service model, allowing the Cast to flex with the Guests, engaging them as they enter as well as handling issues when and where they arise. It also replaces the current system, transforming those necessary transactions into an exciting, intuitive, engaging, branded experience for all.

Be Our Guest Restaurant

Make reservations at home or in the park, even choose your meal ahead of time. When you pre-book a reservation, you’ll need to do in walk-in to be our Guest Restaurant with your MagicBand, all down at a table, and your food will magically appear.

Personalized Interactions

Wearing your MagicBand allows you to have more personalized and magical experiences while at Walt Disney World Resort. Cast members and Characters will be able to interact with you by name as well as doing able to celebrate with you on your special occasions such as birthdays, anniversaries, and even your first visit.

MagicBand

The MagicBand is the core of Disney’s MagicBand ecosystem. Driven by the desire for a seamless, high-impact experience within the diverse Parks and Resorts environment, the MagicBand connects you, the park visit, FastPass+, and credit card into one beautiful experience.

FastPass+

FastPass+ service makes your vacation better than ever by allowing you to streamline access to some of your favorite Disney World experiences before you even walk into the park. Using the My Disney Experience planning page or mobile app, you can lock in some of your must-do attractions and entertainment experiences, so you can relax and enjoy the moment with your family. If your plans change, you can update your FastPass+ selections while on the go, so you can relax and enjoy the moment with your family.

My Disney Experience Mobile

Plan and share your Walt Disney World vacation, at home and on the go, with the My Disney Experience mobile app.

Payment

The payment device provides Guests the opportunity to easily pay for merchandise and services with their MagicBand or credit card, all within one compact, ergonomic form factor. The intuitive and iconic device provides Pin and Payments with a consistent transaction experience that integrates every touchpoint within the MyMagic+ system.

Memory Maker

The most incredible way to capture and relive your vacation memories. With Memory Maker, you can keep your family memories in the palm of your hand. Add your wristband together in front of Cinderella Castle, showing down Silky Mountain, hugging Mickey Mouse and so much more.
Level 11 operated as skunkworks for Disney’s Next Generation Experience team designing and developing the system that made the data from MagicBand actionable.

Level 11 was instrumental in rethinking how to manage the volume and scale of the events expected from more than 20 million annual guests and design a resilient system with a high degree of maintainability.

Read related white papers
Level 11 built the xConnect system that manages all MagicBand events: contact readers, long-range readers, mobile payments, and the Administrative xConnect dashboard.