



ELECTRONIC TICKET AGENT (ETA) SITE LOCATION PRODUCT INFORMATION SHEET

1. What is the Electronic Ticket Agent (ETA)

The ETA is a free-standing, self-serving kiosk where tourists and locals alike can view information on regional tourist attractions and events; view information on ticket prices and availability and purchase tickets electronically using credit cards. The tickets are printed by the ETA and retained by the purchaser for admission to the selected attraction or event. Self-serving means that the ticket purchase is handled entirely by the user (guest) through a menu selection process shown on the touch screen built into the ETA. In the case of a hotel location, there is no involvement in the ticket selections and purchases, for example, by front desk staff or hotel concierge. The ETA is owned and operated by EKI. All the ETA's within the Niagara Region are on a network so that they can be monitored in terms of any technical problems. The content of each EKI ticket vendor can be changed at a central location. Changes can be simultaneously uploaded to all ETAs.

2. Is the introduction phase of the EKI e ticketing system considered a trial?

Yes, the introduction phase of EKI e ticketing system in the Niagara Region which lasts to October 31/07 is considered a trial or 'demo' phase. Any EKI Ticket or Site Location client wishing to continue the program must sign an agreement. The agreement terms/ conditions will emphasize length of term and relative EKI service surcharges. EKI First Phase clients will be automatically granted an 'option to continue' subject of course to mutual agreement of terms and conditions.

3. Will a ticket purchaser see the ETA and know its use?

The ETA will be installed in common areas that have easy access and high visibility (e.g. hotel lobbies, or near gift shops). The ETA digital on screen advertising informs visitors that they can purchase tickets at the kiosk. The ETA banner ad will promote special events that are happening in town the very day or for the week.

In addition, there will be "ETA Tickets Available Here" sign located on a window near the front entrance of each EKI site location premise plus there will be a small desk top sign similar to the plastic menu folders found on restaurant tables.

4. What happens if the ETA runs out of tickets? Who replaces the tickets?

EKI system software is able to detect when ETA ticket stock supply is low. ETA software automatically notifies EKI offices and EKI's Niagara technician will immediately replenish the supply.





5. Can ETA tickets be stolen?

The ETA only prints tickets after each ticket transaction is confirmed upon purchaser credit card approval. EKI is not responsible for lost or stolen tickets once issued by ETA.

6. How does one handle complaints concerning the purchaser use of the ETA?

Although the ETA is a self-serving kiosk and does not require any involvement on the part of site staff things of course seldom run perfectly. EKI provides 24/7 emergency assistance in case problems arise. EKI clients are asked to immediately contact EKI HELP DESK (see EKI personal contact sheet provided. Emergency information is also available on EKI / ETA web site).

7. 18. Are there ticket refunds?

If ETA e ticket purchasers wish to either cancel or collect a refund the purchaser must contact the EKI ticket client vendor directly. ALL TICKET TRANSACTIONS SUCCESSFULLY COMPLETED BY ANY EKI E TICKETING UNIT ARE CONSIDERD FINAL! Vendor contact information is printed on the ticket and will be available on the ETA itself where the vendor's content is provided.

It is also useful to add that the ETA software will automatically monitor all ticket sales purchases. The purchaser first selects tickets then swipes credit card. The EKI software system does a pre-authorization for the full amount (like in a restaurant, makes sure the funds are available but does not immediately complete the transaction. The ETA begins printing tickets, but checks after each ticket to ensure ticket is in fact printed. When all tickets selected are printed ONLY THEN IS THE PURCHASER CREDIT CARD PROCESSED. If only a portion of tickets are printed, the card is charged only that amount, and a message comes on screen explaining that their card was only charged for the tickets that were printed. If this happens, an e-mail is generated to EKI tech support, and the ETA brings up a screen indicating the system is temporarily unavailable.

8. Are there any basic or simple things to look for if the ETA is not working – e.g. black screen, error messages on transaction attempts?

EKI site location clients should check the ETA power source daily to make sure the ETA is connected to a power source. Also it is important to see if the internet service that is used by ETA is connected/ functioning. If there is no simple remedy contact the regional EKI technician. It should be noted that all the ETAs are continuously monitored over a network system for kiosk failures or malfunctions.





9. Can the sound be lowered on the ETA unit?

If the sound is deemed too loud it may be re set by contacting the regional EKI technician.

10. How does the site location 'sponsor' get paid?

Monthly payment (per EKI / SITE LOCATION CLIENT signed agreement) is made electronically to the EKI site client bank account by EKI's accounting office. A summary of gross ticket sales from the site specific ETA location is also provided to reconcile payment amount.

11. IS THE ETA INSURED?

Each ETA any site location is insured by EKI. Every EKI site location client is protected against personal liability etc. through EKI's insurance policy whereas the ETA units are insured against damage and will be replaced immediately.

There is no reason for someone to try to steal an ETA since there is no actual cash stored in the machine like there is in an ATM. There are also no tickets that can be stolen from the unit since they are not printed until after a transaction has been completed.

12. Who do I call if I have problems or questions?

A contact **sheet** is attached and is also available on the EKI / ETA web site.





CONTACT SHEET

John Riley, Technical Support, Niagara Region
office: 905-374-2878 Email:
john@jmrsoftwaresystems.com

Bill White, Niagara Region Sales Consultant
Office: 905-374-0707 Cell: 905-357-8687
Email: billwhite@cogeco.ca

Dan Stankovic, Vice President Operations
office: 613-824-9572 Email:
Dan@ekioskinc.com



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