

# VISTA® – a Ticketmaster product

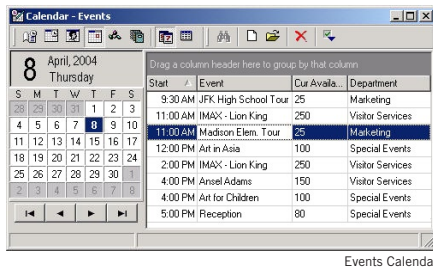
One system to support your visitor management and ticketing needs.

## THE VISTA ADVANTAGE

VISTA is a complete visitor management software solution being used at over 400 visitor-based attractions throughout the world. The system features superior ticketing, customer relationship management and extensive event scheduling tools.

### Complete Visitor Management

The VISTA management system integrates all of your scheduling needs, increases efficiencies across your organization and as a result, saves you time and money. With VISTA, you can easily create a centralized database and calendar of events for your entire organization. Built-in resource scheduling tools for facilities, personnel and equipment help you plan events more effectively.



Events Calendar

### Effective Marketing with Customer Relationship Management Tools

VISTA allows you to build and maintain a detailed visitor database composed of groups, individuals and members. Contact management and marketing tools enable you to send customized emails and letters to visitors, schedule callbacks with individuals or groups, log visitor correspondence and record detailed account information. You will know precisely who your visitors are and track their buying behavior allowing you to create compelling and targeted marketing campaigns.

### Rapid Front Desk Ticketing

With an intuitive graphical interface, QuikDesk mode and touch-screen ticketing, the VISTA Front Desk check-in system empowers you to rapidly ticket walk up visitors as well as welcome those with reservations. In addition, you can sell new memberships, renew memberships and scan member cards directly from the Front Desk, capturing all relevant member information.

### Cost-Effective Solution

With a minimal license and support fee, clients can take advantage of this powerful system without having to budget for unpredictable or exorbitant costs throughout the year. VISTA clients enjoy ongoing system enhancements at no additional cost.

#### ADDITIONAL MODULES:

**Campaign Manager:** VISTA Campaign Manager is a complete email marketing solution enabling VISTA users to send bulk HTML or text emails directly from the VISTA system.

**Membership:** Record new membership sales, track renewals and measure visitation history with member card scanning

**Security:** Restrict access to critical system functions with more than 100 security settings

**Access Control:** Track and regulate visitor flow using bar code technology on tickets and wireless scanners at access points

**Course/Series Scheduling:** Easily schedule multiple events under a single title, such as classes, films and lecture series

## FEATURES

### Ticketing

- Full service ticketing via the Internet, Call Center and Admissions Desk
- Private-labeled website for online transactions
- Real-time tracking and updating of ticket inventory
- Intuitive touch screen front desk interface
- Ticket scanning for attendance tracking and facility control
- Flexible ticket printing options

### Event and Resource Management

- Graphical calendar-based interface for effortless navigation
- Schedule and automatically update availability for all events
- Query availability of resources attached to events
- Schedule and manage personnel, facilities and equipment

### Customer Relationship Management

- Visitor survey capabilities at point-of-sale
- Direct access to customer touch points and demographical information
- Targeted correspondence to members, visitors and donors
- Customizable emails, letters and labels with user-selected fields
- Customer contact management including scheduling callbacks

### Reporting

- Over 120 built-in reports
- Customized reporting capabilities
- Third party software integration via ODBC
- Exportable to various file formats including Microsoft® Excel® and Adobe®PDF



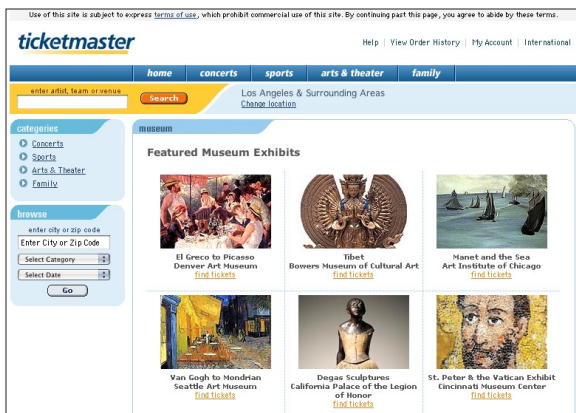
## TICKET DISTRIBUTION

### Internet and Call Center Ticket Sales

Tickets and memberships are sold via a co-branded website in real-time. With VISTA's e-commerce module, inventory is managed in real time, eliminating the need for separate allotments of tickets for online sales. VISTA's unique inventory management solution captures and saves all sales from the Internet, on-site points of sale, and the VISTA call center in your VISTA database for easy reporting.

### Ticketmaster's powerful online ticket distribution engine

Through a newly launched promotional splash page on ticketmaster.com, VISTA clients receive valuable online exposure for their inventory. ticketmaster.com is one of the top e-commerce sites in the country, supporting 479 million pageviews, 9.2 million unique users and over 3.6 million tickets sold per month.



Ticketmaster Museum Page

### Increase Your Marketing Reach

Expedia.com, Hotels.com, Citysearch.com, Match.com, Home Shopping Network and Ticketmaster are all part of Interactive Corporation's impressive lineup of companies. As part of this team, Ticketmaster has access to a wide range of marketing programs from these organizations. In efforts to capture incremental ticket sales, we have initiated a program with Evite.com that gives ticket purchasers on the VISTA platform the option to email event invitations to friends.

### Extensive Support Network

VISTA clients receive customer care seven days a week from Ticketmaster's extensive nationwide network of technical, operational and marketing specialists. Customer care includes ongoing maintenance, upgrades, training and consulting services. VISTA clients choose whether to receive training and consultation on site or via a classroom course based in Phoenix, AZ and Dulles, VA. Regional workshops are also offered providing content and instruction on VISTA functionality.

### Continued Developments and Enhancements Based on Client Feedback

VISTA software has been developed into the robust product that it is today by adding features and functionality requested by our clients. Product releases are available at no additional charge to those clients with current support contracts. We continually enhance VISTA with the client in mind, incorporating the latest in technology.

## VISTA CLIENTS

Ticketmaster Vista is the solution of choice for over 400 venues around the world, including:

Asian Art Museum of San Francisco  
The Bowers Museum of Cultural Art  
Canadian Museum of Civilization  
Children's Museum of Boston  
Cincinnati Museum Center  
Cleveland Botanical Gardens  
COPIA  
COSI Columbus  
Dallas Zoo  
Denver Art Museum  
Dupage Children's Museum  
Fine Arts Museums of San Francisco  
Franklin Institute  
Frist Center of the Visual Arts  
George Bush Presidential Library  
Guggenheim Hermitage Museum  
Guggenheim Museum  
Intrepid Sea, Air & Space Museum  
John F. Kennedy Library and Museum  
Modern Art Museum of Fort Worth  
Museum of London  
Nelson-Atkins Museum of Art  
New England Aquarium  
North Carolina Aquarium  
Saint Louis Science Center  
South Street Seaport Museum  
Speed Art Museum  
Tech Museum of Innovation  
Texas State History Museum  
Victoria & Albert Museum  
Wadsworth Atheneum Museum of Art  
Winterthur Museum

## SALES CONTACT

*For more information on VISTA,  
please contact 800-296-8464 or  
vistasales@ticketmaster.com*