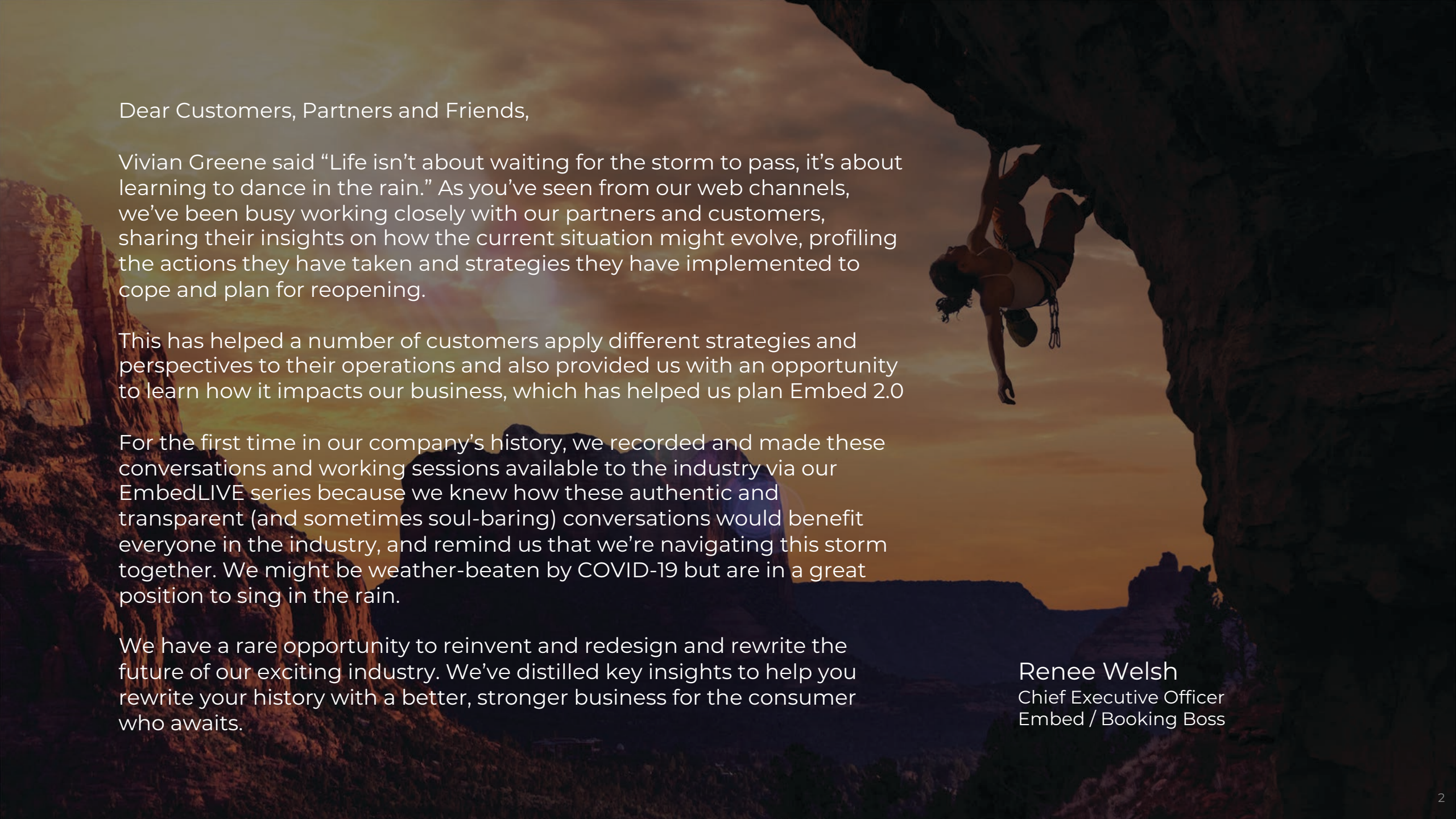


A vibrant, high-energy photograph of five young adults (three women and two men) celebrating at a party. They are all smiling and laughing, with some holding confetti. The scene is filled with falling gold and silver confetti, string lights, and several large, shiny balloons (gold, silver, and blue). The background is a mix of red and blue lighting, creating a festive atmosphere. The group is dressed in casual party attire, including party hats and cat ears.

EMBED

INSIGHT: FAMILY ENTERTAINMENT 2.0

Getting to the other side

A person is rappelling down a dark, craggy rock face. The person is wearing a light-colored tank top and dark shorts, and is positioned in the upper right quadrant of the frame. The background is a dramatic sunset sky with warm orange and yellow hues. The overall mood is adventurous and resilient.

Dear Customers, Partners and Friends,

Vivian Greene said “Life isn’t about waiting for the storm to pass, it’s about learning to dance in the rain.” As you’ve seen from our web channels, we’ve been busy working closely with our partners and customers, sharing their insights on how the current situation might evolve, profiling the actions they have taken and strategies they have implemented to cope and plan for reopening.

This has helped a number of customers apply different strategies and perspectives to their operations and also provided us with an opportunity to learn how it impacts our business, which has helped us plan Embed 2.0

For the first time in our company’s history, we recorded and made these conversations and working sessions available to the industry via our EmbedLIVE series because we knew how these authentic and transparent (and sometimes soul-baring) conversations would benefit everyone in the industry, and remind us that we’re navigating this storm together. We might be weather-beaten by COVID-19 but are in a great position to sing in the rain.

We have a rare opportunity to reinvent and redesign and rewrite the future of our exciting industry. We’ve distilled key insights to help you rewrite your history with a better, stronger business for the consumer who awaits.

Renee Welsh
Chief Executive Officer
Embed / Booking Boss

SNAPSHOT

A new type of customer will emerge from this pandemic. After a long-period quarantined indoors the surge of consumers will emerge and only go to businesses they perceive as safe. They will be more conscious of hygiene, price and social distancing than before.

- When you open your doors again, the customer awaiting you will be different.
- There will be a new found appreciation for social connection (albeit socially- distanced).
- People don't want to touch cash, coins, papers, anything that transmits viruses.
- The industry became tech savvy overnight to contactless payments.
- "Revenge Spending" will be short-lived. The big spenders won't return for a long time.
- High value deals are imperative in the short to mid-term.

Our Industry must make changes to the way we operate, we can't just reopen, doing what we've always done because the world has changed as follows:

- New elevated cleaning protocols that protect consumers and employees across airborne virus transmissions and surfaces.
- Contactless family entertainment experiences will be the norm.
- Social distancing is the new normal (and won't change any time soon): impacting game room layout and requiring capacity management operations.
- New "high tech, low touch" family entertainment center operations will emerge.
- The winners will emerge before reopening with a go-to-market reopening strategy that includes all the above.



8

RECOMMENDATIONS TO PREPARE
FOR YOUR RE-OPENING

TOP 16 ENTERTAINMENT OPERATION PRIORITIES POST COVID-19

OPERATOR

CUSTOMER

BACK OF HOME

1	Restructuring Layout	5	Sanitizing Process
	Remodeling layout to ensure distancing for new capacity		Deep-clean after hibernation, and new continuing procedure
2	Restaffing	6	Preventive Maintenance
	Regrouping the team needed to run the operation under new rules		Ensuring all is working correctly after suspension
3	Retaining	7	Venue Capacity
	Empowering the team to operate the venue under new conditions		Enforcing local facility guest and staff capacity requirements
4	Restocking	8	Reactivation
	Equipping the site and ensuring a correct procedure moving forward		Conforming that all licenses, permits and policies are current

FRONT OF HOME

9	Brand Recognition	13	Guest Screening
	Getting the current message out to an audience in shutdown		Remodeling layout to ensure distancing for new capacity
10	Flexible Pricing	14	Appropriate Signage
	Creating a relevant pricing structure, encouraging repeat visitation		Informing the guests towards what measure are in place
11	Online Presence	15	Virtual Queue Line
	Update website and social media, promoting new approach		Giving guests a number to book their rides and experiences
12	Registration-Only	16	Facility Social Distancing
	Accepting only online registration to attend the facility		Less covers, and restrictions on clustering of guests

Source with thanks:



#1

HISTORY REPEATING ITSELF...



#1

HISTORY REPEATING ITSELF...

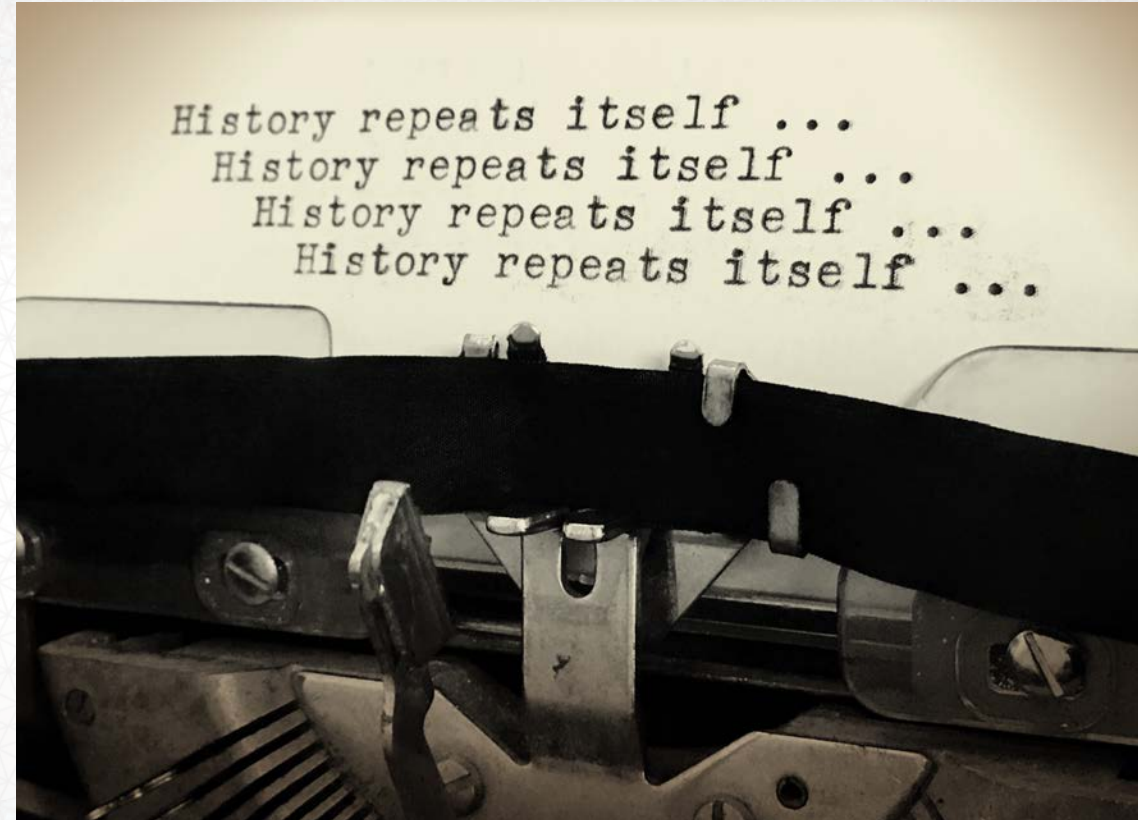
For anyone left jaded by the wrath of this pandemic, we all know that history has a way of repeating itself.

After catastrophic events, including pandemics, world wars, and natural disasters, when the dust settles and the people descend, they didn't make any major purchase decisions – they fled to join the masses in celebration that included F&B, hospitality, leisure, dancing, and general celebration and revelry (seeking sensation and spectacle).

When World War II ended, people around the world hit the streets to celebrate (even kissing complete strangers, but we don't recommend that now).

If history, both recent (North Asia) and ancient, is any indication, you can look forward to the surge of guests planning their “party-with-a-mask” outing coupled with “revenge spending.”

Only one question remains: will they choose to go to your venue?



#2

THE RISK OF CASH & CARRY IMPACTS THE FUTURE OF PAYMENTS



#2

THE RISK OF CASH & CARRY IMPACTS THE FUTURE OF PAYMENTS

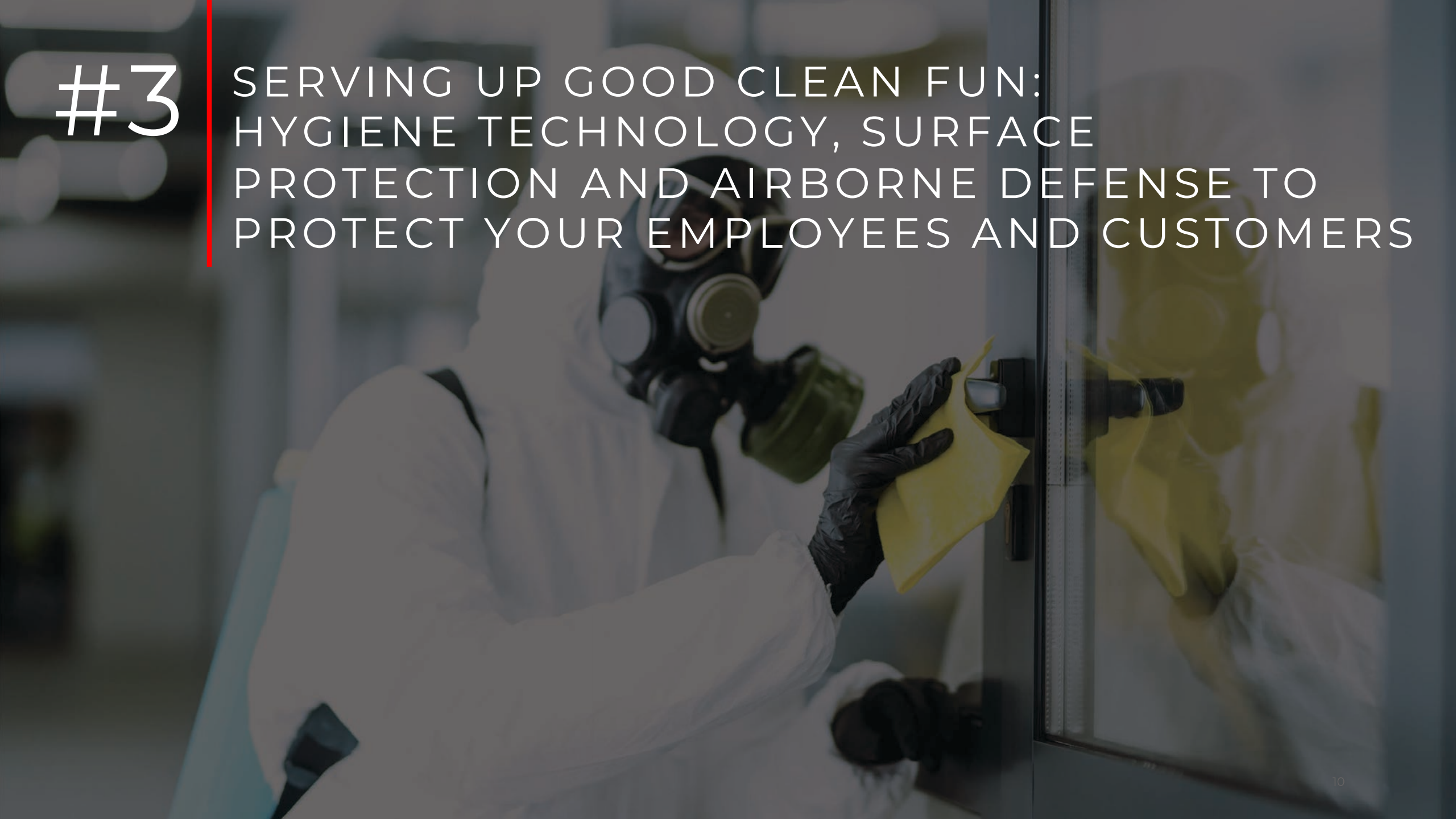
The liability of dealing with cash, coins, tickets, credit card pinpads cannot be overstated. And while the research into COVID-19 is ongoing, the virus is transmitted through direct contact with respiratory droplets of an infected person (through coughing and sneezing), and touching contaminated surfaces. The virus is strong and survives on surfaces for extended periods of time. See details below:

March 9th - the World Health Organization issues a recommendation to turn to cashless transactions to help fight the COVID-19 spread. In China, 600 billion yuan of new banknotes will replace old notes that were destroyed and taken out of circulation.

		Viability/ survival duration of virus	Mode of transmission
Air		Droplets can hang in the air for 0.5-3 hrs as aerosol ^{2,3}	Thought to be the 'receiving' primary mode of transmission
Surfaces	Cardboard	Approximately 8hrs on cardboard ¹	Hypothesized to be a mode of transmission ⁵ , however, studies show low concentration of virus ⁶
	Paper	4-5 days on paper ⁴	
	Glass	Up to 4 days ⁴	
	Metals	Up-to 48 hrs on stainless steel ¹ , and for up-to 4 hrs on copper ²	
	Wood	Up to 4 days ⁴	
	Plastic	6-9 days ⁴	
	Ceramics	Up to 5 days ⁴	
	Stone	2-12 days ⁴	
Polypropylene (incl. packaging, textiles) ⁷		Virus can be found on materials containing polypropylene for ~16hrs ⁵	Hypothesized to be a mode of transmission ⁵ , however, studies show low concentration of virus ⁶

The risks of COVID-19 extend to your staff. If your staff becomes infected, it means closing just after you reopened (referred to as "The Dance"). Just one example: In Singapore, McDonald's shut 130 outlets when seven employees were found to be infected. If it can happen to McDonalds it can happen to you.



A person wearing a white full-body protective suit, a black respirator mask with two filters, and black gloves is cleaning a glass door or window. They are using a bright yellow cloth. The background is slightly blurred, showing what appears to be an industrial or laboratory setting. The overall image has a dark, semi-transparent overlay.

#3

SERVING UP GOOD CLEAN FUN:
HYGIENE TECHNOLOGY, SURFACE
PROTECTION AND AIRBORNE DEFENSE TO
PROTECT YOUR EMPLOYEES AND CUSTOMERS

#3

SERVING UP GOOD CLEAN FUN: HYGIENE TECHNOLOGY, SURFACE PROTECTION AND AIRBORNE DEFENSE TO PROTECT YOUR EMPLOYEES AND CUSTOMERS.

As a result of this pandemic, your guests will be more hygiene and health conscious than ever before. Keeping your team, venue, and guests clean and safe is the first line of defense against COVID-19 and other viruses and bacteria. This would avoid “The Dance” that North Asian operators experienced when they reopened without elevating their hygiene and cleaning protocols and had to reclose.

It is essential to plan for prevention:

- ✓ Hand-hygiene practices
 - Critical line of defense – washing and sanitizing regularly for staff and guests.
- ✓ Revisit employee health policies
 - Educating your workforce is a critical part of your responsibility (a strict “feeling sick, stay home” policy).



- ✓ Commercial Grade Cleaning
 - With lasting residual effects for greater protection (example: does cleaner last for several hours? Does it kill the airborne virus?)
 - Look at your operating procedures and the frequency for sanitizing and disinfecting. Make sure workers have proper training and equipment.
 - Track & Record frequency of venue cleaning and individual handwashing.
- ✓ Add non-commercial cleaning wipes for customers to take proactive cleaning measures themselves.
- ✓ On April 3rd, the CDC updated its guidance to recommend the use of simple face masks that cover the nose and mouth to slow the spread of the virus and help people who may have the virus (and are a-symptomatic) from transmitting it to others. You need to supply these to your team members. Insist patrons wear masks themselves with a “no mask, no admission” policy.
- ✓ The CDC and state/local health authorities acknowledge community spread of COVID-19 and issued attendant precautions, employers may, during this emergency, legally require measuring the temperature of employees and consumers before allowing them in the door.

#4

CAPACITY MANAGEMENT IS
'THE NEW NORMAL'



#4

CAPACITY MANAGEMENT IS 'THE NEW NORMAL'

From bus stops to FECs, you have to ensure customers have a safe distance apart in your location and the equipment is cleaned between players. This impacts capacity and requires new capacity management measures. This impacts the following:

- ✓ Re-evaluate your capacity;
 - Turnover-Time (the time required to clean equipment between usage) results in less capacity for go-karts, laser tag, and VR games as anything with equipment used by a consumer (helmet sanitization, disposable head nets / face masks) must be cleaned between usage. Factor the cleaning time to gauge the frequency of gameplay and new capacity (less frequency, less capacity).
 - What does capacity look like if every other bowling lane is closed?
 - Remove low-performing game assets to maximize space for guests.
 - Look for areas that cannot generate revenue, such as F&B seating, as an alternative gaming location
 - Standing in lines at games is no longer an option (see #6 Social Distancing); the only people in a socially-distanced-line should be those who are pre-booked.
- ✓ Establish new operating processes to manage capacity:
 - Online Booking System: much like the trampoline park model, customers will have to book their slot for certain activities. Enable customers to book go-kart, laser tag, bowling lanes and VR games via an online booking system that clearly highlights timeslots and openings.
 - The Booking System: should also allow them to pay. (see #5 Contactless Technology)
 - Communicate with your guests the steps your operation is taking to mitigate risk: cleaning schedule of games, crowd capacity limits, social distancing, and the booking system required for certain activities, as well as Guest Screening on arrival. (see #6 Social Distancing)

#5

CONTACTLESS OPERATIONS TECHNOLOGY SKYROCKETS



#5

CONTACTLESS OPERATIONS TECHNOLOGY SKYROCKETS

Experts universally agree, more people are embracing contactless payment technology and getting used to paying that way, so consumer behavior is permanently changing.

Consumers want to **Book Easily, Pay Online** and **Play Safely** without standing in line. Consumers are using their mobile to shop, order and pay for everything. No one wants to handle cash or even use a pin pad credit card reader. Contactless everything is the way to go.

Guests should be able to book and pay online for their scheduled time-slots, knowing capacity management ensures safe social distancing.

Minimal contact between staff/guest/equipment is achievable with contactless card readers, no tokens/coins/tickets, and using the virtual game card in the Mobile Wallet for contactless game play, (reloading any time anywhere), redemption, etc. Consumers expect they can book a timeslot for go-karts or laser tag and receive a scannable barcode to use when they arrive for their allocated and prepaid timeslot.



This is where Embed's technology stack comes into play to support FECs:

BOOKINGS.

Bookings - allows guests to book parties, events, and game play on their own devices anytime, anywhere. It also has a barcode scan feature that simplifies and speeds up check-in. Shorten or do away with lines while enhancing revenue.

MOBILEWALLET.

The Mobile Wallet (a virtual game card that sits in the mobile wallet; no app download required) enables your guests to use their mobile like they use the game card today – they can access their game card balance, ticket count, reload anytime, anywhere, and even redeem prizes virtually. Our proprietary integration with Apple Pay and Google PlayStore provides a seamless payment experience.

smartTOUCH™

Our award-winning Color-Glo tech game card readers run without the risks of handling coins and tickets (contactless).

#6

SOCIAL DISTANCING IS HERE TO STAY



#6

SOCIAL DISTANCING IS HERE TO STAY

With a one to two-meter (three or six-feet) separation requirement, FEC layouts will have to be flexible.

F&B seating arrangements, and even airflow, will need to be considered and changed. Long lines to book, reload, or claim prizes can be eliminated with the Mobile Wallet.

In order to avoid “The Dance” (which is the risk of a second/multi-wave of COVID-19), Social Distancing is here to stay. Attractions and FECs have to re-think how to make venues safe for guests and staff.

Governments are considering Guest Screening policies to minimize transmission risks:

- Temperature checks at the door, hand-sanitizer at entry, mandatory mask-wearing, and visitor logs (for tracking purposes). This is already widely implemented in Asia and Middle East.
- There will be capacity limits, one-meter (three-feet) social distancing in lines and seats

Specific to FECs Considerations Have to Include:

- Bowling Alleys operate only on Alternate Lanes.
- Guests to Trampoline parks are via pre-booking-only basis, which will now extend to Laser Tag, Paint-ball, VR-games. (see #4 Capacity Management)
- Player proximity/contact rules at Arcades, may require layout changes.



#7

MARKETING & BRAND ENGAGEMENT IS MORE IMPORTANT THAN EVER BEFORE



#7

MARKETING & BRAND ENGAGEMENT IS MORE IMPORTANT THAN EVER BEFORE

People are homebound and feeling isolated and vulnerable right now. Emotional engagement is critical. Now, more than ever, is the time to stay connected (brand-build intelligently) through messages and actions of solidarity (“we’re in this together”), staying engaged (remind them of the wonderful memories they’ve had in your venue and the future memories that await when restrictions are lifted). Brands are doing this via digital omni-marketing channels; it costs nothing but time and imagination.

Create extraordinary value-driven offers and communicate the safety-focused measures and actions you are taking to ensure your FEC is safe when reopening and welcoming them, giving them the ultimate peace of mind (“I’m getting a great value deal in a safe environment for my family.”)

- **Brand Challenge:** there is a new dimension of your brand that you need to build, something you never thought about before but is extremely important to your customers: building the dimension around your brand’s safety (is your brand environment safe? If so, how?)
- **Online Engagement:** run competitions, ask your community to tell you what they like best about your menu/game room (and give it to them), ask your community what they miss most from your menu and why, and give it to them.

Ask your community to tag the 2 people they would bring to your Grand Reopening event. All of these tactics keep your brand top of mind, so they don’t forget about you when they are planning what they’ll do first after the lockdown.

- **It’s more expensive to acquire a new customer than to keep an existing one:** Offer special prices to loyal customers who “Stood By You” before and during this time, extend their loyalty and membership cards, give them game league parties, gift cards (pay \$10 and get \$20), etc.
- **Demand Generation Campaigns & Offers:** run high value promotions that drive customers into your venue, 2 for 1, kids eat free, free appetizer with dinner, free salad bar with dinner order, etc. It drives traffic into your venue and drives revenue.
- **Host A Grand Re-Opening Event:** sell pre-paid discounted tickets online, and higher-priced tickets at-the-door; include an all-you-eat food menu, throw in CSR by extending “all-you-can-play” for frontliners and children. Photograph the event and post pix in real time (hashtag the event) to show where your party happening on opening day and do “live” Facebook videos (drives additional traffic to your venue in real-time).

#7

MARKETING ISN'T SOMETHING THAT YOU DO,
IT'S EVERYTHING THAT YOU DO!

Every customer touchpoint and
interaction with your brand either
makes or breaks your brand.

#8

KNOW THY CUSTOMER:
DRIVE RETURN VISITS VIA INSIGHTS
& DATABASE MARKETING

**CONSUMER
BEHAVIOUR**



#8

KNOW THY CUSTOMER: DRIVE RETURN VISITS VIA INSIGHTS & DATABASE MARKETING



Consumers are adopting new behaviors as the world shelters in place. Knowledge of your customers has never been more critical or valuable to your business's recovery.

Re-evaluate your customer touchpoint and experience journey. Strong customer engagement tied to customer purchase behavior is vital to creating a great customer relationship: if you know their spending habits then you can make promotional offers that bring them back to your venue, cultivates loyalty and builds long-term relationships.

Embed's Mobile Wallet requires consumer registration, which gives you insight into their purchase behavior so you can make cross-sell and upsell promotional offers to drive return visits and additional revenue.

TOUGH SITUATIONS DON'T LAST,
BUT TOUGH PEOPLE DO.



PREPARING TO REACH THE OTHER SIDE

- Now is the time to reimagine and renew your operation. Everything you need to define your 2.0 is available.
- The customers who emerge on the other side are different, embracing technology and less patient with businesses who do not have contactless payment technology.
- Customers are more hygiene conscious and health conscious, and more price sensitive.
- The world will universally emerge more tech savvy, from government institutions, who outlawed cash currency during the pandemic, to family entertainment centers who seized the opportunity to integrate tech into their business operation to improve efficiencies, productivity and profitability.
- Operators who engaged with their guests during the pandemic, reassuring them of the changes they are making to their venue and the value-offers will win.
- Fun is not overrated - it just needs to change slightly. And the technology is available.



For More Insights Watch EmbedLIVE: <https://www.embedcard.com/embedlive>

<https://www.embedcard.com/COVID-contactless-free-application>



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#getthroughthis**together**