

Italian Theme Park, Mirabilandia brings 21st century queuing to guests by introducing the virtual queuing system from Lo-Q

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Press Release

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Q-bot selected by a major theme park in the Parque Reunidos family

Lo-Q plc, the leading supplier of virtual queuing systems to theme parks, announced today that Mirabilandia, one of the largest theme parks in Italy, will employ the VQ2020 virtual queue management system this season. Park guests will have the opportunity to rent a Q-bot, a hand held wireless device, which allows them to reserve places in the queue line. The reservations are arranged so that all guests wait the same time for the ride, but Q-bot users are free to enjoy park restaurants, shops or gardens. Mirabilandia, located near Ravenna, Italy, is debuting a major new high speed launched coaster, the iSpeed this Spring and is branding the Q-bot as V pass.

The Q-bot uses true virtual queuing and allows guests to make reservations for their favourite rides from anywhere within the park. Once a ride is reserved, the guest is placed in virtual queue, thereby avoiding physical waiting times allowing them to be free to enjoy the grounds, visit other attractions and visit gift shops or enjoy refreshments until it is their time to ride. The installation will include an initial batch of 370 Q-bots and is expected to be completed in April in time for the busy Easter period.

Mr. Claudio Bertozzi, CEO of Mirabilandia said, "Thanks to the agreement with Lo-Q, MIRABILANDIA now offers V-pass, the electronic personal assistant who queues up for our guests!

This follows our recent ride investments (Reset and iSpeed) and shows Mirabilandia is pleased to implement additional services to make our guests visit at Mirabilandia more and more pleasant and comfortable.

We're very proud to be the first Park in Italy – and one of the first ones in Europe – to offer our visitors an electronic reservation service to have access to rides without having to wait in the line.

V pass is an innovative and futuristic service also from an ethical and technologic point of view since it is not a means "to skip the line or jump the queue" but it is a real virtual "personal assistant" who queues up for the person who has rented it.

We are very pleased to have signed this agreement with a great company such as Lo-Q. I'm sure that thanks to their technology we will give new opportunities to our visitors and will be making the visit to our park more enjoyable".

Colin Robertson, Sales Director at Lo-Q added, "Using this system still means that everyone waits for the same amount of time, including guests with Lo-Q Q-bots. The difference is that users of a Q-bot can enjoy other facilities while "queuing" for their selected ride. We look forward to working with Mirabilandia to make 2009 an exciting year for us both."

About Lo-Q

Lo-Q plc was founded in August 2000 and is a public company traded on the AIM market of the London Stock Exchange. Its Q-bot virtual queue management technology is currently in use in LEGOLAND® in the UK, Dreamworld Australia and 11 major USA parks, ten of which are Six Flags parks and the other is Dollywood.

Lo-Q gets people out of queue lines so they can spend time waiting for their ride enjoyably in restaurants, shops, playing games or just relaxing and offers. Since Lo-Q was founded, over 3,000,000 guests have used a Q-bot virtual queuing system.

Lo Q has extensive patent protection and owns the intellectual property rights in the system, its software and electronic design. Its headquarters are in Henley-on-Thames in England and it has its USA offices near Atlanta, Georgia.

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