

# Lo-Q helps families to beat the queues

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UK firm leads the way with true virtual queuing at theme parks which is fair to all

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Press Release

Henley on Thames, UK

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UK based Lo-Q continues to beat the queues this summer with technology specifically designed to help theme park visitors make the most of their day and their precious time. Lo-Q's virtual queuing solutions overcome the challenge of standing in queue lines for hours on end. True virtual queuing means the Lo-Q system is fair to all visitors. While waiting for a ride, visitors are free to spend their time as they choose, relaxing with friends and family in the park grounds, having lunch or enjoying an ice-cream.

Holidays have become a luxury and more people than ever before are choosing to stay at home rather than venture abroad for their well-earned break. With the long summer holidays ahead, many families are heading off to theme parks to make the most of their leisure time. This continuing "staycation" trend means that visitor numbers to amusement parks have increased dramatically over the past year often leading to longer queues and frustrated families.

Leonard Sim, Founding Director of Lo-Q commented, "When you consider that the average family of four probably pays around £90 for an entry ticket into a theme park, avoiding time spent in long queues is an attractive option. Visitors rent a Q-bot so they can stay together and enjoy their experience, rather than standing in queue lines for hours and hours.

Our Q-bot solution is the first to offer true virtual queuing that is fair for everyone. Individual ride wait times for visitors using the Q-bot are the same as for other visitors, which means no queue-jumping. The key difference is that people taking advantage of our true virtual queuing do not waste time standing in line but spend their waiting time more enjoyably."

Lo-Q's virtual queuing solutions put customers in control of their day. Unlike traditional paper-based queuing systems, visitors can be updated in real time when their queue slot is available. They can be advised should their ride break down, or even updated on special promotions and events running throughout the day.

Lo-Q virtual queuing solutions are used in major theme parks around the world, including eleven Six Flags theme parks in the USA and Canada, Dollywood near Tennessee USA, LEGOLAND® Windsor in the UK, Dreamworld in Australia, Parque Isla Magica in Spain, Mirabilanda in Italy, and Lake Compounce, USA.

The Lo-Q family of Q-bot hand-held and Q-txt mobile phone reservation solutions will shortly be joined with the launch of a fully waterproof product that is particularly useful for water parks.

For further information on Lo-Q virtual queuing solutions or to request a demonstration of the new system, please contact the company on +44 (0) 1491 577270 or email [colin.robertson@lo-q.com](mailto:colin.robertson@lo-q.com) or visit [www.lo-q.com](http://www.lo-q.com)

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#### About Lo-Q

Lo-Q plc is a UK publically traded company with subsidiary companies in USA and Canada. Lo-Q designs, installs and operates solutions that allow customers to make ride and show reservations when they visit a theme park or other attraction.

Its flagship product, the Q-bot system is a true virtual queuing system for theme parks. The Q-bot is a proprietary hand-held unit and is used in major theme parks around the world, including LEGOLAND® Windsor in the UK, Dreamworld in Australia, Mirabilandia in Italy and eleven Six Flags theme parks in the USA and Canada and Dollywood near Tennessee, USA.

Q-txt is a mobile phone based reservation system for venues with a smaller number of queue lines. Q-txt is in use in a number of locations including Flamingo Land in Yorkshire, UK , Parque Isla Magica in Saville, Spain and Lake Compounce, USA

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 the UK and its USA offices are near Atlanta, Georgia.

For further information visit [www.lo-q.com](http://www.lo-q.com) or contact:

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