

# Introducing **PARK PILOT**

Park Pilot is an interactive electronic guide to your amusement park, zoo, aquarium, museum or attraction. A text message puts your mobile website in the palm of your patron's hands. The website automatically formats to any mobile device with internet capability. Park Pilot establishes a one to one relationship between each patron and the facility. Park Pilot is designed with popular features to enhance the guest experience and encourage repeat visits.



## Convenient For Guests:

*Park Pilot allows your guests to organize their stay, minimize wait times at rides, locate friends and attractions, receive special offers and park news.*

## A New Tool For Management

*Park Pilot builds new databases of mobile phone numbers, creates loyalty programs, creates new marketing and promotional opportunities.*

## Features of Park Pilot

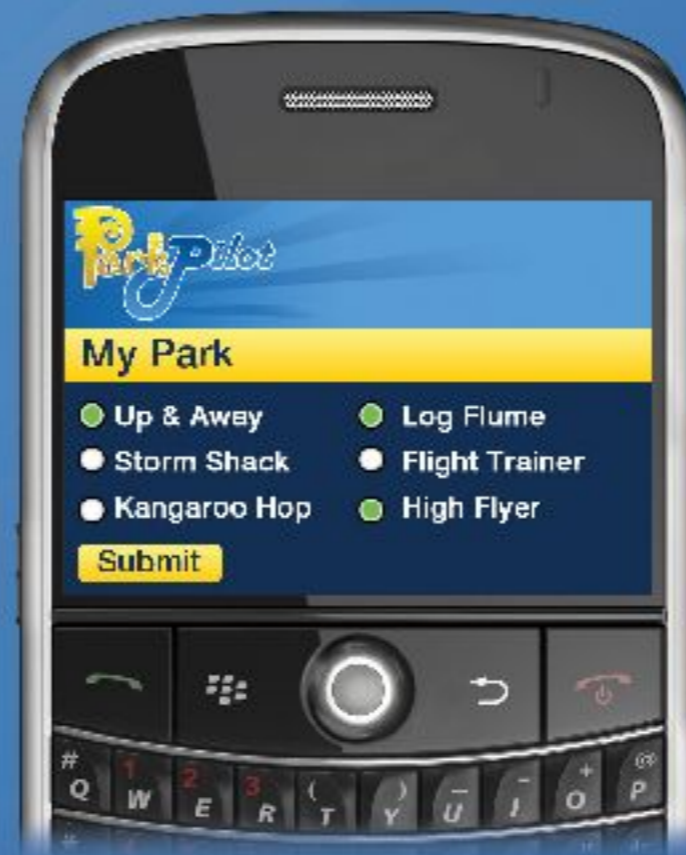
### Interactive Map

Allows patrons to find their family and friends, any attraction, restrooms, food concessions etc. with the click of a button.



### My Park

Creates a personal *Must Do* list of rides, attractions, shows and exhibits chosen by each patron. Progress through this list may be shared on social networking sites.



### Parking Reminder

A map of the parking lot is created which reminds each patron where their car is parked.



### Gateway App™

The Gateway App™ provides the enhanced functionality that smart phone users have come to expect.



### Contact / Directions Page

Provide all park goers with simple steps to get to your park / Google Maps / and click to call on all phone numbers.



# THE FUTURE IS NOW!



High Mountain Enterprises, an amusement industry service provider, has partnered with Mobile Card Cast, a cutting edge Mobile Marketing company, to create Park Pilot. Your patrons are just a text message away from having your mobile website on their mobile phone, complete with interactive maps & other features while connecting to social network links. Park Pilot is not just an app for smart phones but works on *all* internet enabled mobile phones. Park Pilot enhances the guest experience & encourages repeat visits, puts you in direct contact with patrons, creates loyalty programs with instant bonus offers, and establishes new marketing opportunities through text messaging. High Mountain Enterprises is the exclusive sales representative for Park Pilot.

## PARK PILOT

A Customized Approach



A unique website is created for each park with any variety of information that is deemed necessary for a mobile consumer. The mobile website can be updated instantly by updates to your traditional website or by other means that fit your existing work flow. Mobile websites work globally, and Photo Codes (QR Codes) can be used in place of SMS which is often limited by country. Mobile website is 100% customizable to better fit your brand and consumers. Product and ordering information are available at High Mountain Enterprises.

[www.HighMountainENT.com](http://www.HighMountainENT.com)  
914-714-5799

# Park Pilot



A Mobile Website That Guides Patrons Through Your Park, Works On All Internet Enabled Mobile Devices, Creates New Marketing And Revenue Opportunities.