

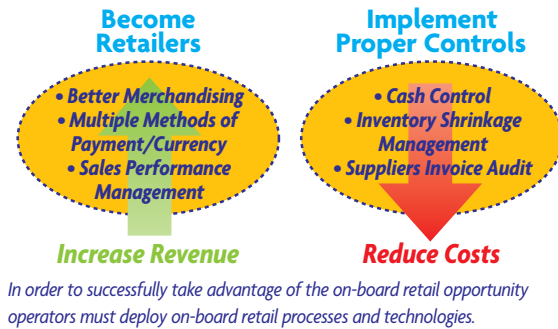
POWERING ON-BOARD RETAIL™ WITH THE GUESTLOGIX MOBILE VIRTUAL STORE™ PLATFORM

Will that be
cash, credit or
debit, Sir?

Can I use
my Loyalty
Card?

The On-Board Retail Opportunity

The buy on-board retailing phenomenon has created a direct-to-passenger, pay-as-you-go retailing sales model that is now being implemented by many airline, railway, and ferry operators around the world. However, with this substantial shift in the industry's intentions to retailing meals, beverages, snacks, merchandise, services and entertainment (from previously only retailing duty-free merchandise) comes a new business challenge.



The Need for Complete End-to-End Solutions

Merchandising, forecasting sales demand, managing the supply chain, tracking on-board sales and inventory, and handling funds are, for the most part, all somewhat new to the airline industry. The need for complete, end-to-end solutions to meet this new business challenge is clear, as this is a sophisticated retailing model. The uniqueness of the model is centred on the store (passenger trip), the intentions of the customer (passenger) and the retail sales personnel (crew).

	Pre-Departure	On-Board	Post-Arrival*
GuestLogix	●	●	●
Enterprise Software Companies (e.g. SAP)	◐		◐
Software Companies in the Passenger Travel Industry (e.g. Sabre)	●		
Business Process Outsourcing Companies (e.g. Gate Gourmet)	◐		◐
Duty Free Service Providers (e.g. Duty Free World)		◐	◐
Handheld POS Providers (e.g. Ingencio)		●	◐
Transaction Processing Companies (e.g. First Data)		◐	

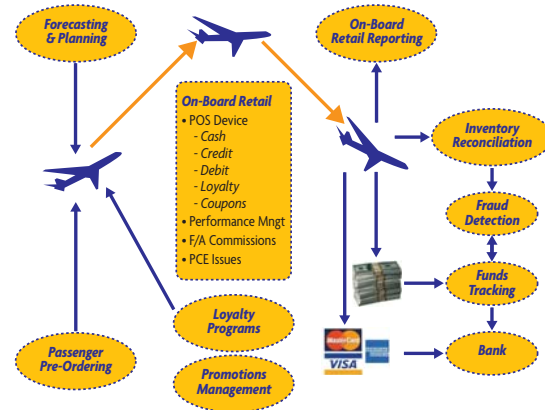
*Includes On-Board Retail Performance Analysis

GuestLogix provides the only complete end-to-end on-board retailing solution in the industry today.

Mobile Virtual Store (Passenger Trip) – The store is mobile versus a fixed location, it has extremely limited storage, and it is “virtual” since it is based on the different characteristics of a passenger-trip. In the future, as transportation becomes increasingly “webified” this virtual store model will incorporate web commerce.

Customer (Passenger) – A passenger's primary motivation is to get from point A to point B and have as enjoyable a travel experience as possible given their paid fare – it is not to specifically purchase goods and services.

Retail Sales Personnel (Crew) – Crew personnel are not sales people but now need to be trained and provided with the right tools to enable them to become retail-oriented.



The GuestLogix Mobile Virtual Store™ platform facilitates these new revenue streams by optimizing the planning and forecasting of each Mobile Virtual Store™, facilitating on-board sales transactions (e.g. credit card acceptance) and by providing the necessary business intelligence to manage the market trends, sales and inventory associated with this new retailing model. GuestLogix provides powerful, yet simple technology tools that enable airline, railway and ferry operators to become successful on-board retailers.

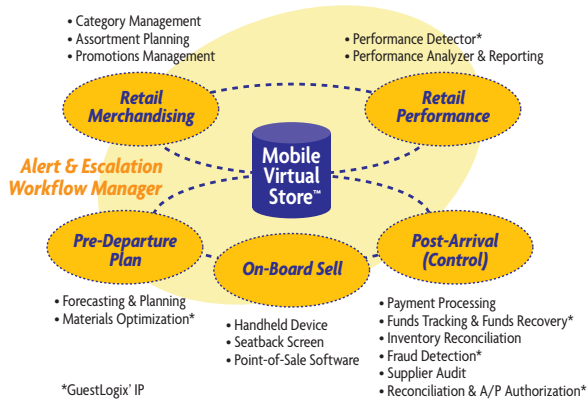
As the on-board function shifts to a critical revenue-generating business function, operators are now beginning to realize the painful impact of fraud within their on-board business processes in a material way. Lower than expected profits result from lost cash, lost inventory and supplier invoice over-billing from on-board sales activities. GuestLogix meets this challenge head on, as well, by providing industry-specific funds handling, fraud detection and invoice audit technologies.

Changing crew personnel from a customer service orientation to a retail sales orientation also necessitates the creation of new incentive models that reward crew personnel not only for high sales but also for prompt funds declarations and low inventory shrinkage. GuestLogix provides an industry-specific on-board retail performance analyzer to identify and track performance issues.

Would you like
a Gatwick Express
transfer ticket,
Madam?

Can I also
order flowers
for my mom?

The GuestLogix Mobile Virtual Store™ platform provides significant benefits through five modules comprising Pre-Departure, On-Board and Post-Arrival, On-Board Retail Performance and On-Board Retail Merchandising activities.



The GuestLogix Mobile Virtual Store™ Platform Services

For Pre-Departure processing. GuestLogix enables the integration of actual sales data, passenger demographics and market trends, to forecast products and services by Passenger Trip. The supply chain planning module includes unique technology to optimize the loading of materials at each segment of a passenger trip. For Crew personnel, GuestLogix manages accommodations by booking hotels and transportation during pre-departure processing.

For On-Board processing. GuestLogix enables cash, credit card, debit card, loyalty card and coupon sales through its proprietary handheld POS device, seatback screens or even the passenger's device. The automated capture of on-board sales transactions provides important data for forecasting, for reducing fraud related to both cash and inventory, and for managing sales incentives of crew personnel.



The GuestLogix point-of-sale interface is hardware agnostic and can be deployed on various devices.

For Post-Arrival processing, GuestLogix handles funds, detects fraudulent patterns, clears on-board payments, reconciles supplier and hotel invoices, manages on-board inventory and manages accommodation changes for crew personnel. The GuestLogix platform in the post-arrival area can increase profits due to the automated resolution of invoicing discrepancies, the mishandling of funds and the recovery of lost cash and lost inventory due to fraudulent activities.

For On-Board Retail Performance, GuestLogix summarizes pre-departure, on-board point-of-sale and post-arrival data to provide an industry-specific performance analyzer and management reporting tool. The GuestLogix performance detection engine utilizes pattern recognition algorithms to analyze on-board retail performance and identify performance discrepancies - both positive and negative. GuestLogix enables the tracking and resolution of performance discrepancies through its unique workflow-based alert and escalation management software.

For On-Board Retail Merchandising, GuestLogix offers a robust promotions management module to provide on-board retailers the flexibility required to manage promotions in this unique retailing model. GuestLogix also works with third-party software companies who specialize in this unique area. This software has been built to assist merchandisers and buyers to analyze product sales data and provide decision support to complement their existing processes and experience. It utilizes product sales trend information from the Performance Detector (Pattern Recognition Engine) module of the GuestLogix On-Board Retail Performance software. This software is tightly integrated with the Pre-Departure forecasting and planning module.



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