

**Master Your Tickets, Guests and Brand**

Attracting more visitors – and more revenue – to your museum or attraction is an art in itself. We help you master your general admission and reservation ticket processes. Our ticketing solutions enable you to integrate membership, development, Internet and accounting functions so you have a more complete view of visitor activity.

**tGen - General Admission Ticketing Solution**

*The Genius Behind Your General Admission*

Join the next movement in general admission ticketing, with tGen.™ At the box office, over the phone and across the Internet, tGen simplifies and accelerates every ticketing transaction, from walkup admissions to advance reservations for future events. tGen’s group and facility scheduling functionality form a single, efficient, accurate reservation process, allowing you to easily schedule groups into multiple activities without conflicts. You have complete control to define unlimited number of admission packages, education programs and special events.

**tMember - Membership Solution**

*Give Your Members The VIP Treatment*

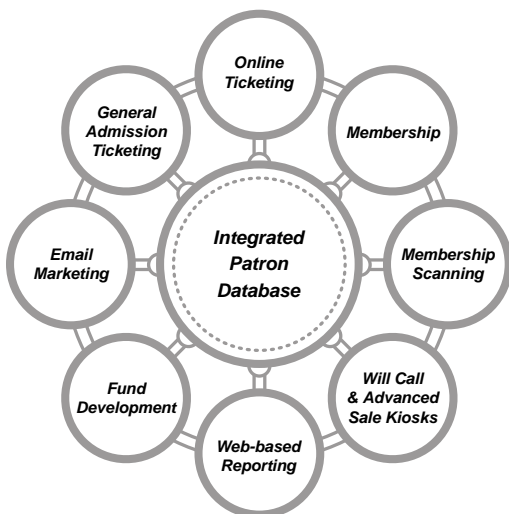
Integration with tGen helps recognize and verify members purchasing tickets and records their purchase history. So you stay in touch with member purchases, the events they attend and their frequency of visits.

**tFund - Powerful Fund Development**

*Attract More Donors, More Efficiently*

Identify and target potential donors, while building long-lasting relationships with existing ones. Our unique tFund™ fund-development system gives your developers access to unlimited amounts of stored visitor demographics for highly targeted campaign solicitations. tFund also gives you a complete history of donor activity and fundraising efforts, so you can analyze your past and current fundraising performance.

With all the information you gather, highly targeted marketing campaigns will be easier to execute. We help you take control of your ticket inventory, guest information and brand. Not only will we help you increase the volume of your business, we’ll equip you to handle the higher volume more efficiently, quickly and affordably.



## **eVenue - Internet Solution**

### *Put Your Box Office Online*

Put the power of the Internet to work for you with our leading Internet solution, eVenue.™ Providing an affordable, convenient and secure way for your patrons to purchase tickets, renew memberships and send donations 24 hours a day, every day.

## **Enhanced Reporting**

### *Put Your Visitor Information On Display*

We give you unprecedented reporting functionality by providing access to information from the back office in familiar formats such as Excel and PDF. This powerful web-based reporting tool keeps you connected to tGen and tFund information from any location with an Internet connection.

## **Evolve Your Ticketing With Ticketmaster, Irvine**

Discover why museums, zoos and aquariums across North America continue to install our complete automated solutions.

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