

Advance Your General Admission Ticketing With tGen

Is your venue still using cumbersome, disparate ticketing systems and technology? Breathe new life into your operational performance with tGen,[™] the next step in general admission ticketing. tGen keeps your venue thriving with leading edge technology and flexible functionality that helps you accommodate more guests, more efficiently.

Offer Enhanced Services to Your Valued Patrons

At the ticket office, over the phone, and across the Internet, tGen is designed to accelerate, simplify and enhance your general admission ticket sales process while providing better overall service for your patrons. tGen's flexible selling tools strengthen your overall patron experience by offering quick-sale, walkup admissions, as well as group and individual reservations.

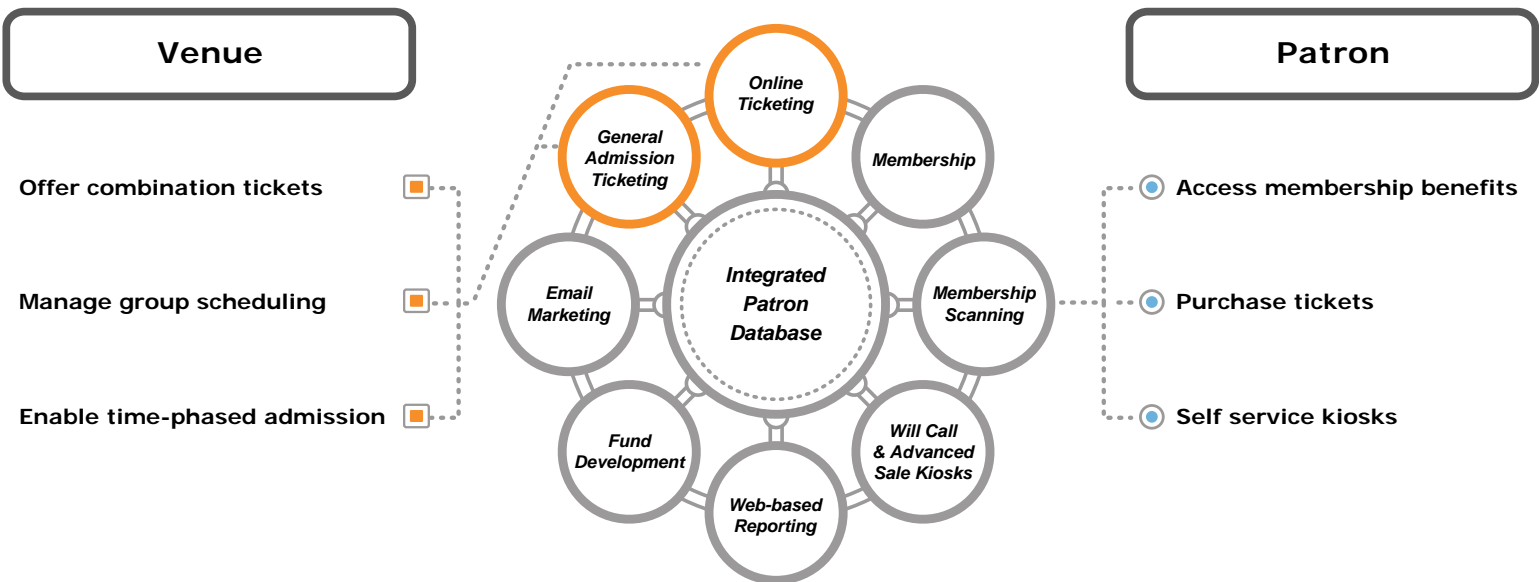
tGen: Overview

Ticketmaster, Irvine's general admission ticketing solution that enables you to manage your ticket sales and service patrons, donors and members more efficiently.

Arm Your Venue with Powerful Ticketing Functionality

With tGen, you sell your tickets, your way. tGen gives you the power to manage complex pricing structures, and admission to multiple venues, exhibits and facilities. While tGen equips you with the tools to handle any size crowd, integrated scheduling functionality allows you to automate your educational programs and special events.

tGen in Action



Offer Enhanced Services to Your Valued Patrons

▶ Robust Membership Benefits

Provide your members enhanced services by managing membership entitlements at the point-of-sale, offering online member-only pricing, and enabling members to bypass lines with member admission scanning.

▶ Automated Sales and Will Call Kiosks

Sell tickets with unattended kiosks for new tickets sales and offer automated will call pickup to reduce long lines.

▶ Quick-sale Point-of-sale

A simple, selection-driven process prompts operators to choose user-defined dates, events, price categories and payment modes to quickly sell tickets.

Arm Your Venue with Powerful Ticketing Functionality

▶ Group Scheduling

Automatically assign qualified staff members, facilities and resources while scheduling activities, classes and tours to eliminate duplicate data entry.

▶ Combination Tickets

Offer a variety of admission packages with combination pricing for events, including IMAX shows, tours, classes, exhibits and special events.

▶ Time-Phased Entry

Enable guests to reserve admission to high demand exhibits during allotted times to maximize attendance and adhere to safety requirements.

▶ Blockhold Processing

Allocate portions of an event's capacity for special purposes to ensure your members, VIPs and guests with special needs are always accounted for.

▶ Integrated Patron Database

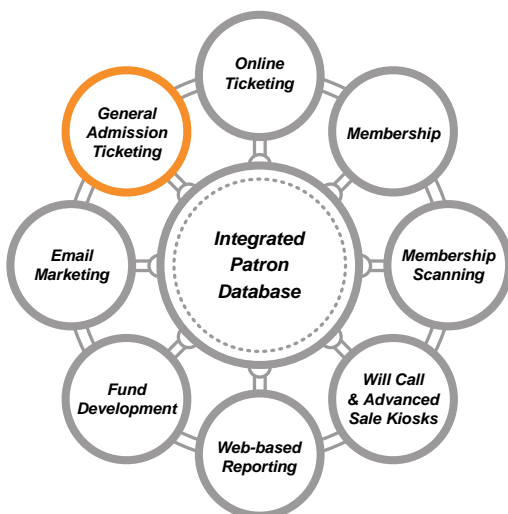
Access and cross-reference a wide range of ticketing, donation and membership history including demographics, group affiliations and interests to better identify and serve your valued patrons.

▶ User-Defined Price Categories

Create and track revenue generated by any number of price categories to better understand trends and grow revenues.

▶ Integrated eCommerce Solution

Enable patrons to buy tickets and memberships online from live ticket inventory in your tGen database, making ticket allocation obsolete.



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