

News

27.10.2008

interbad – 21st international trade fair for swimming pools and swimming pool technology

eccos pro at interbad 2008 at the new exhibition centre in Stuttgart

eccos pro presented their range of services for the guest management sector in leisure, hotel and spa facilities in the lavish ambience of Stuttgart's new exhibition centre. The fair served as a communication platform for a multitude of eccos pro customers from the upmarket thermal springs and leisure pools sector. The future trends and new software modules such as NovaTouch® Voucher (voucher management) that were presented or the addition of a GEO marketing module enthused the mafis® followers.

Concrete project planning discussions profited in particular from the proximity of the exhibition centre to the modern FILDORADO leisure pool where the high-capacity eccos pro systems could be given a live appraisal following the visit to the fair.

In addition, the fair highlight met with a great response: the extension of the mafis® software with the possibility to supply advertising terminals with multimedia contents via the Intranet or the Internet.

Wolfgang Scholl, marketing manager at eccos pro, on the success of the fair: "I am completely satisfied with the quantity and quality of the visitors to the fair. Nevertheless, it would be practical - last but not least from the point of view of costs – to dispense with Saturday at the fair in the future, as it is poorly frequented."

Read the following pages to find out more about the novelties presented by eccos pro at the interbad 2008.

Hall 6 – Stand 6B21

Guest management – profitable organizational solutions for your individual guest mix.

With this statement eccos pro is presenting innovative software solutions at this year's INTERBAD, covering profitable guest management in the hotel and leisure facility industry.

mafis[®] Digital Signage – interactive advertising for customised and efficient marketing

Modern LCD or plasma screens are nowadays replacing printed posters in many areas. Over the next few years hardly any advertising medium enjoys the growth predictions of digital signage, best understood as electronic



posters. Using digital signage in hotels and leisure facilities knows hardly any boundaries: it can be installed in pool or spa reception areas, in hotel lobbies, at fitness centres, and in the entrances to bars and restaurants. Compared with traditional static posters, moving or animated content attracts far more attention and is better recalled. It can be managed and updated centrally at the push of a button by Internet or Intranet, with no printing or distribution costs.

"Visits" can be simply and easily calculated and sold to advertising partners – not least thanks to mafis[®] visitor count system. This provides operators with additional sources of income or with opportunities to promote their own current activities and events.

NovaTouch® Voucher Effective voucher management software

For hotels and leisure facilities and the partners they work with, such as retailers or other service providers, vouchers are an important tool for gaining and retaining customers. The processing that goes with them however is frequently time-consuming and inconvenient, for example with vouchers issued by hand, uncertainty over whether the voucher is a copy and an overall lack of accountability.

This new voucher management software offers effective help. All relevant data relating to filling out, selling and redeeming vouchers is captured and is available to be checked at any time. You therefore finally have a complete overview of vouchers that have been issued, redeemed or

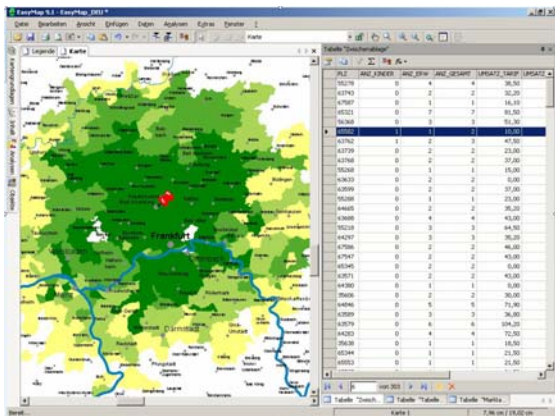


cancelled, as well as those that may or not be outstanding. Redeeming issued vouchers is done via the voucher number, at which point the validity, payment and value is checked. If desired, it is possible to redeem only part of a voucher's value. A large selection of reports and lists is available, for example information on the status of open vouchers by qualifying date as well as vouchers sold and redeemed across specified time periods, including corresponding payment reports. This new software therefore simplifies not only the administration of vouchers, but also provides valuable customer and guest information for efficient database marketing. Of course your own in-house web shop can be used not only for reservations but also for marketing vouchers. The NovaTouch® Voucher management system includes fully automatic integration. Guests print their voucher conveniently at home (for example as an attractive last minute

gift), and operators only have to worry about redeeming it, while looking forward to automatically increasing sales.

EasyMap geo-marketing software: Visualising markets – maximising advertising impact

The mafis® guest management system in conjunction with new geomarketing software allows leisure facility operators accurately to identify the catchment areas in which their key customers are located. Customer data, sales and sales potential can be simply analysed in mafis® at the click of a mouse. Customer data can be organized more graphically and customer trends can be recognized.



At the push of a button, data captured by postal code in mafis® can be converted into rich and meaningful thematic maps. As guest data is displayed, if desired, in conjunction with current purchasing power data, operators can at last easily and conclusively decide where their advertising budget will be, or has been, well spent.

Using drag and drop, multiple thematic maps can be easily combined into presentations or reports. For informative benchmarking, the status of competitors can be analysed in seconds, thereby further enriching the observations made.

The EasyMap user interface is 100% Windows compliant. This ensures that it is easy to learn. If required, additional workshops provide professional tips.

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