



hirez|network™

HI REZ ACTIVITY & TOUR AGENT
RESERVATIONS & E-TICKETING SYSTEM

WHO WE ARE & WHAT WE DO

Since its inception in 2000 **Digital Mediums** has been an industry leader in **custom software development** and Internet solutions for the Tourism & Leisure industry.

Clients include the Hawaii Convention Center, **Hawaii Tourism Authority**, Atlantis Adventures, and **internet travel re-sellers** such as alohatopten.com.

With a team of full time programmers in Hawaii Founder & CEO Lubuw Falunruw operates **Hi Rez Systems**. Hi Rez was developed as a Vendor-Agent system for **Hawaii's #1 Agent Pleasant Holidays** and is in use by **over 180 Hawaii Activity Vendors**.

Hi Rez is a powerful, real-time **Reservations and e-Ticketing Software System** designed for Option Tours & Activities and to support the Agent/Vendor relationship.

The system is fully **web based** and requires **no software** at the user PC. It can be accessed from any PC anywhere in the world whether at a hotel tour desk, a Vendor's beachside jet ski business (even via mobile phone), a consumer in their home, a travel retailer in a Tokyo JR station or a wedding office in Nagoya. Real time inventory with point and click booking and payment processing.



Using **Rich Internet Application** technology and Adobe **FLEX** flash technology, Hi Rez 4.0 offers the graphics and versatility of a windows application (Windows XP or Vista) but with the speed of a character based system. The result is a rich user experience that is **lightning fast** even with a slow internet connection. Importing Japan side flight and rooming lists and interfacing to legacy systems such as **AS400** servers is also very straightforward.

Vendors and Agents share **real-time inventory** with **paperless** automated voucher processing (**e-tickets**) resulting in 100% accuracy, faster booking times, improved guest experiences and **dramatic reductions in staffing costs** virtually eliminating telephone reservations and reducing accounting and IT staff since Hi Rez is a fully outsourced and hosted solution. The system supports e-commerce and automated B2C consumer credit card bookings.

Since starting in 2002 Hi Rez has booked over **six million option tours** and processed **\$450,000,000** in option tour sales.





HI REZ ACTIVITY & TOUR AGENT RESERVATIONS & E-TICKETING SYSTEM

hirez|flex

POS SYSTEM

**Complete an Entire
Booking in 3 Fast and
Simple Steps**

Step 1: Simply **drag and drop** a Tour or Event from the Activity List in screen area "1" over to screen area "2." All fields are automatically filled in (price, pickup times, etc.).

Filter or rank tours by preference (push tours) if desired. Power users can use **shortcut keys** for even faster entry. Agents can drag multiple Events and **book multiple Events at once!**

Step 2: Enter Lead Guest name and Hotel name (Agents can simply **import from a rooming list**) plus any special requests and subagents, group leaders, accompanying TC tour conductor comps, etc.

Enter payment information or swipe credit card for **integrated credit card processing.**

Step 3 (optional): Enter sub-agent information if applicable for referrals or **sub-agents** receiving a portion of the commission.

hirez|xpress

HI REZ FLEX is a **complete reservations and POS product** that serves as the business to business (B2B) backbone of the HiRez Network. **FLEX** is used by Agents and by those Vendors wanting complete POS capability, internet transaction capability and powerful reporting. **FLEX** is custom configured for each Client.

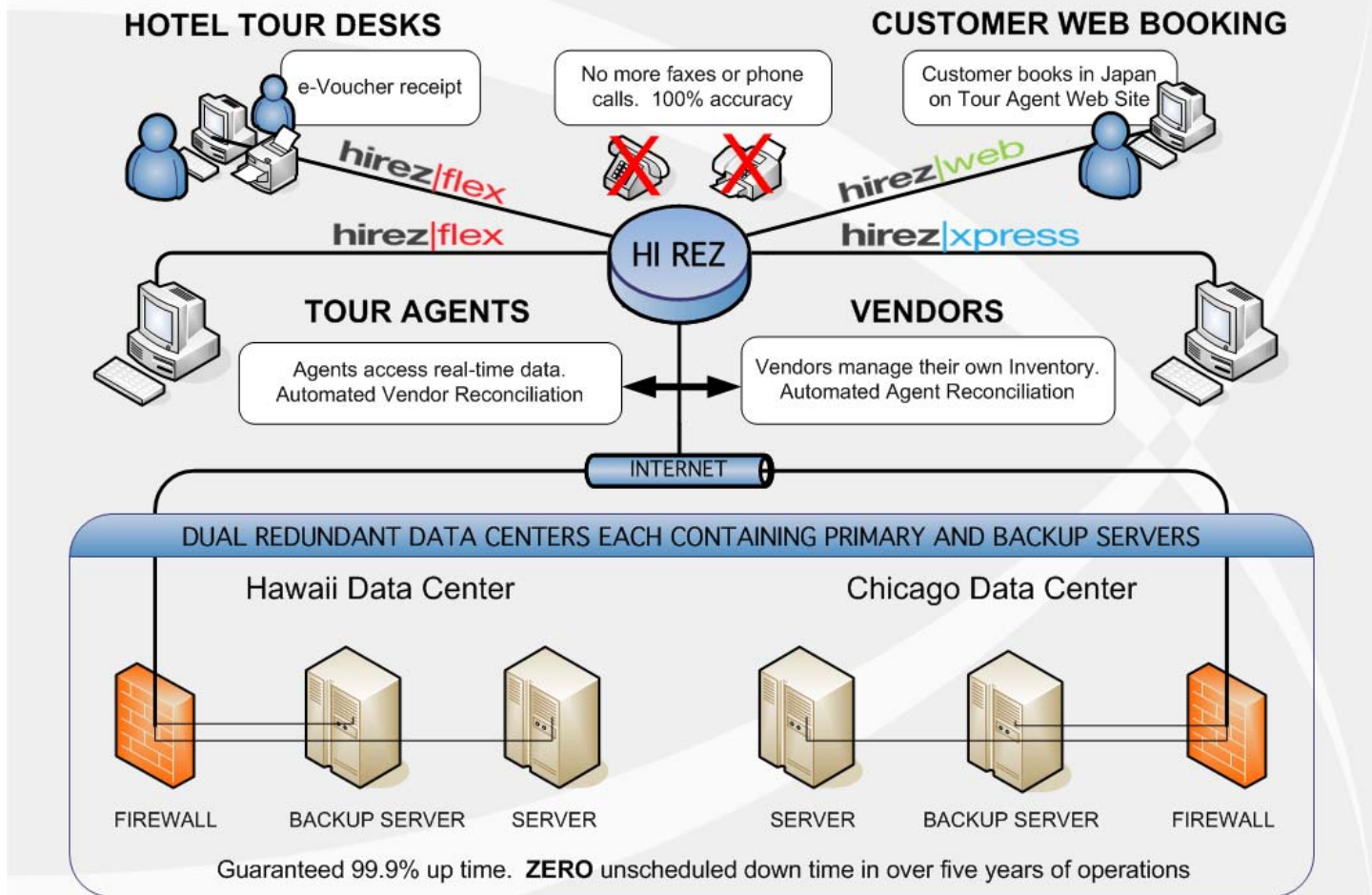
HI REZ XPRESS on the other hand is a **Vendor product** that permits Vendors limited access to log in to the HiRez Network, update their own information (prices, schedule, etc.) and manage their inventory blockages so that the inventory is accessible to Agent FLEX users.

hirez|web

HIREZ WEB is the business to consumer (B2C) interface included with all FLEX accounts. This module enables a complete consumer web interface to the Client's FLEX account and to all information and inventory is entered and maintained by all Vendors using either HiRez FLEX or HiRez Xpress.



HI REZ ACTIVITY & TOUR AGENT RESERVATIONS & E-TICKETING SYSTEM



Vendor Check In and Reconciliation

Hi Rez is a true e-Ticketing system. No paper is needed by the Guest although the system does support emailed or printed Vouchers, Receipts and Multi-Event Itineraries simply for guest convenience

Vendors log-in to access the day's bookings and can print a manifest if desired. Vendors click a button to "check in" guests so Vendors and Agents can both see "no shows" and "walk ins" at the click of a button or run a report anytime. **You can even SMS daily pax counts and no shows to a cel phone!**

Whenever Vendors and Agents desire to reconcile payments (such as bi-weekly) they simply click a button and run a report. *All no-shows and walk-ins are already in the system.* **100% accuracy and automatic integration to accounting programs** such as MAS90 is also supported for **turn-key A/R and A/P aging** without a single keystroke.

Data Integrity Robust, Powerful, Secure

Hi Rez maintains dual redundant hosting at two of the leading U.S. data centers and maintains dual backup servers in both Hawaii and Chicago! The result is **guaranteed 99.99% uptime.**

Every Agent and every Vendor's data is stored on its own **dedicated database.** No one can see any company's data unless the company grants specific permissions per user. **100% confidentiality** is assured.

Hi Rez has been awarded the highest security clearance offered by **American Express** and is used by the **AAA Automobile Club of America.**

Hi Rez processes transactions for the Hawaii operator handling and interfaces to both **Travelocity** and **Orbitz.**



HI REZ ACTIVITY & TOUR AGENT RESERVATIONS & E-TICKETING SYSTEM

Clients we Serve

Aloha Vacations
Atlantis Submarines Hawaii
Beachcomber Productions
Big Island Air – Kona
Big Kahuna Adventures
Bike Hawaii
Blue Hawaiian Helicopters
Body Glove Cruises
Catamaran Kahanu
CG Productions
Cirque Hawaii
Discover Hidden Hawaii
Dolphin Excursions
Dream Cruises Hawaii
DTG Operations
Dynamic Kona
E Noa Corporation
Ekahi Tours
Germaine's Luau
Hans Hedemann Surf
Hawaiian Walkways
Hawaiian Waters Park
Heli USA Airways, Inc.
Holo Holo Charters
Island Marine Activities
J & E Productions
Kaanapali Beach Hotel
Kauai Sea Tours
Kualoa Ranch
Makani Kai Helicopters
Makena Boat Partners
Maui Adventure Cruises
Maui Classic Charters
Maui Eco Tours
Maui Kayaks
Maui Myth & Magic
Maui Ocean Center
Maui Stables
Maui-Molokai Sea Cruises
Molokai Outdoors
Mountain Riders, Inc.
Oahu Nature Tours
Ocean Activities Center
Ocean Sports
Ohana Helicopter Tours
Outfitters Kauai
Paradise Cove Luau
Paradise Cruise
Polynesian Adventure
Polynesian Cultural Center
Pony Express Tours
Pride Charters
Raddison Kauai Luau
Reef Trekkers Hawaii
Roberts Hawaii
Royal Kona Resort
Royal Lahaina Resort
Sea Breeze Watersports
Skyline Eco-Adventure
Southshore Charters
SpeediShuttle
Sunshine Helicopters
Superstar Hawaii Transit
Temptation Tours
The Dunes at Maui Lani
Tihati Productions Ltd.
Tomlinson Corporation
Trilogy Excursions
Valley Isle Excursions
X-treme Parasail

... AND MORE

FLEX Features & Benefits

Dramatic Labor & Cost Savings and Improved Accuracy

Eliminates time consuming phone calls between Vendors and Agents
Vendors enter their own black out and white out dates due to storms, etc.
Vendors enter their own pickup schedules, etc. Agents click to approve
Vendors enter their own tour information, photos, etc.
Changes made by Vendors are immediately online including on the web
Agents must approve any and all rate changes for their selling prices
Vendors can eliminate or greatly free up reservations staff for other tasks
Improved speed and accuracy. No errors between Vendor and Agent
No more in-house servers. Nominal IT staff required
Automated Agent/Vendor Reconciliations eliminates labor cost
Automated import of Japan data including rooming lists
Book multiple tours at one time
Import Guest Arrival Information for ground handling services
Automated accounting integration eliminates need for re-keying data
Complete audit trail every time anyone modifies or touches a record
Automated credit card processing
Go green with reduced printing costs, paperless e-Vouchers

Increased Sales & Revenues

Create "push tours" for earning override commissions
Powerful reporting and business intelligence identifies opportunities
Track sales agent performance vs. other agents or prior year
Faster booking time per transaction. More transactions per agent
Consumer web access to Client web sites by PC or cel phone
Direct access by subagents in Japan

Other Features

Unlimited multiple currencies accepted. User defined exchange rates
Supports group bookings, referrals, affiliates, and subagent
Automatic off-line backup and blockage control in case of internet outage
Split payments accepted (part in yen, part in credit card, etc.)
Customizable user-defined options with no costly custom programming
Supports seat assignments
Lightning fast FLEX technology even with a dial-up internet connection



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