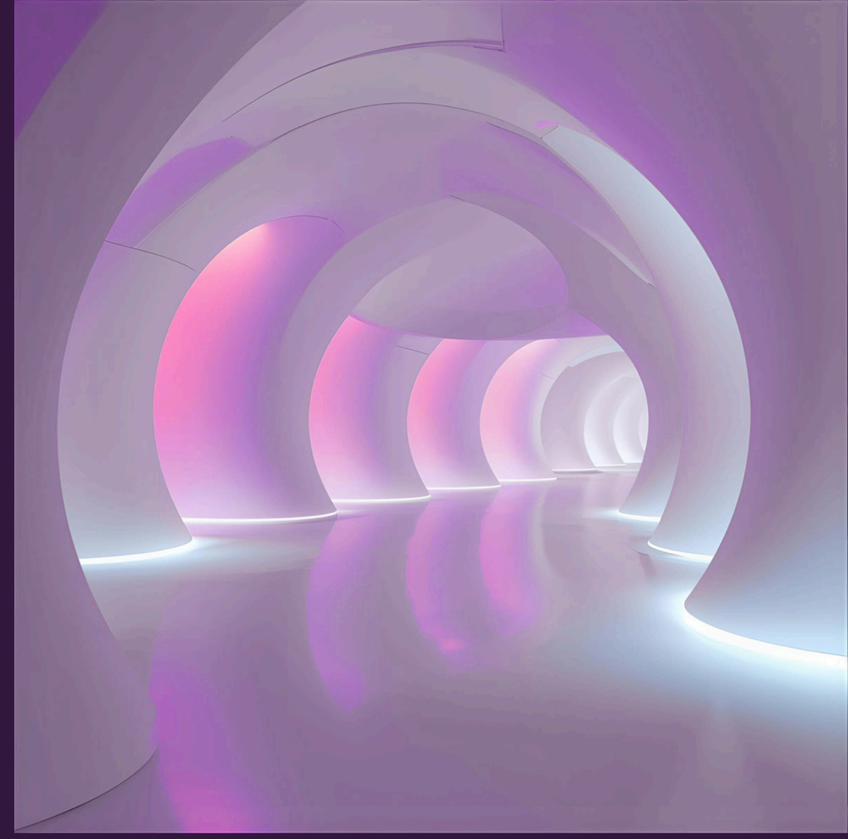


orchestr8™

The AI Enterprise Experience Platform

BY  CommonX

What if spaces could understand and anticipate your needs?

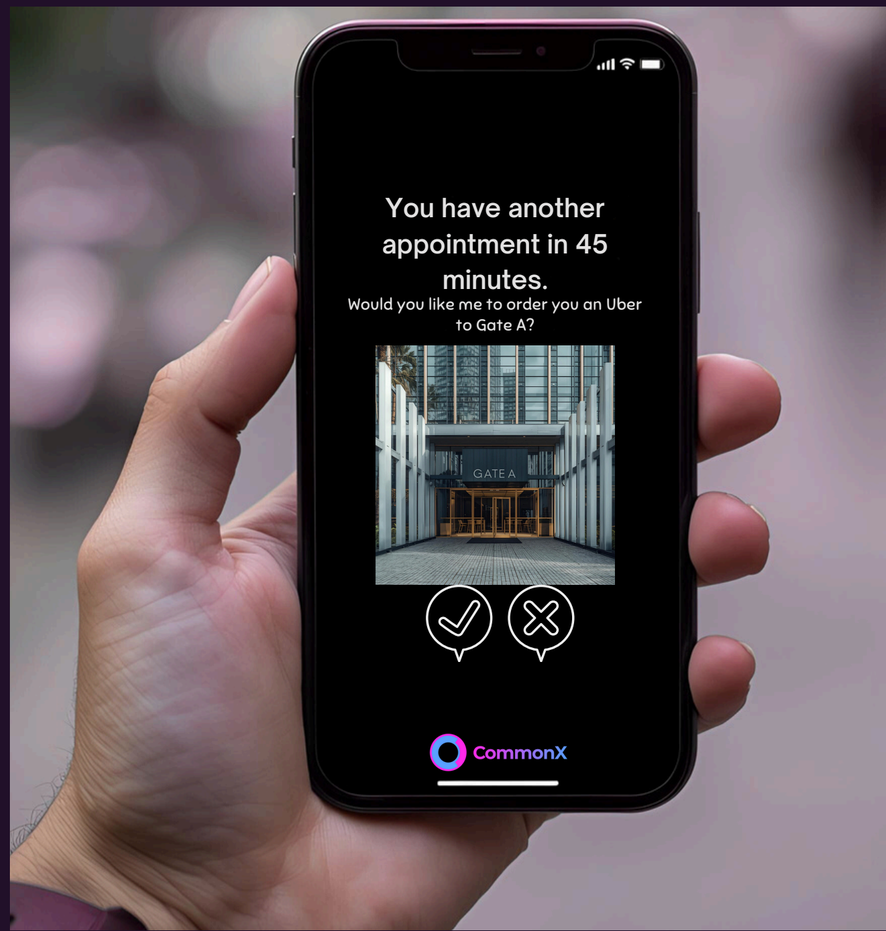




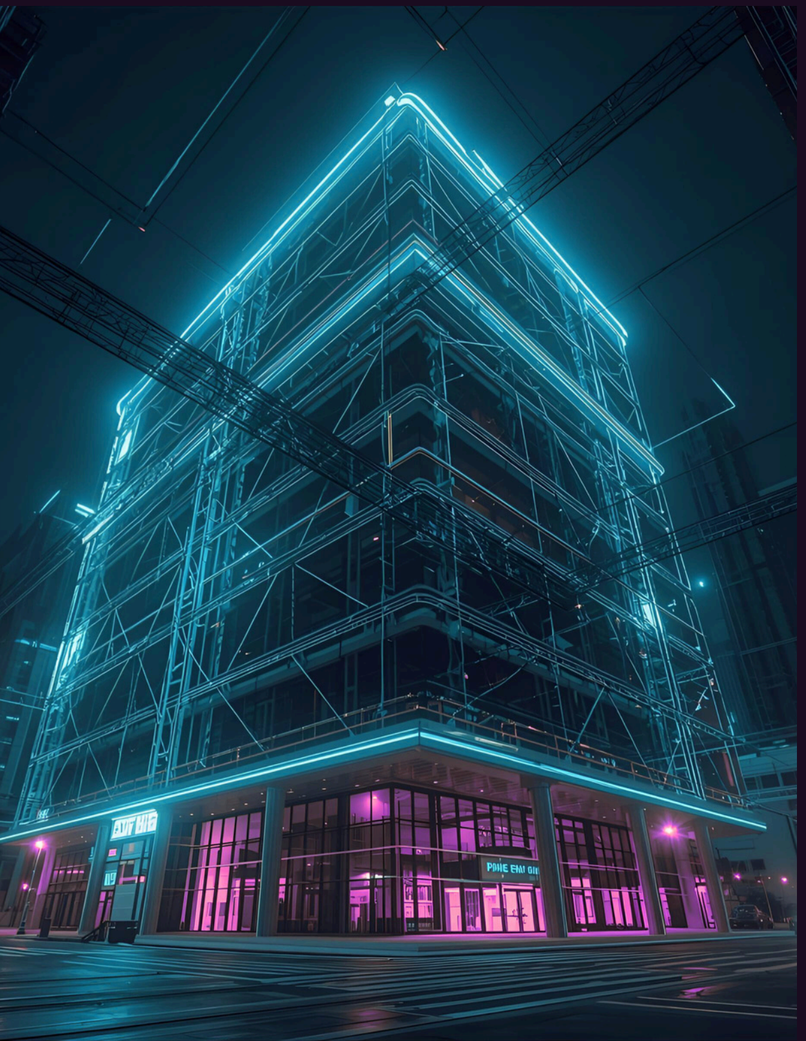
What if spaces were tuned to your emotions and logical flow?

Introducing Orchestr8...

The OS that ingests millions of events per second to create human-centric guest genomes that perform predictive and emotionally responsive experiences.



Simply, Orchestr8 is an OS that integrates location and user intelligence with people management systems and user interfaces.









Users get hyper-personalized experiences at unprecedented scale with unlimited touchpoints.

Spaces become cognitively alive.

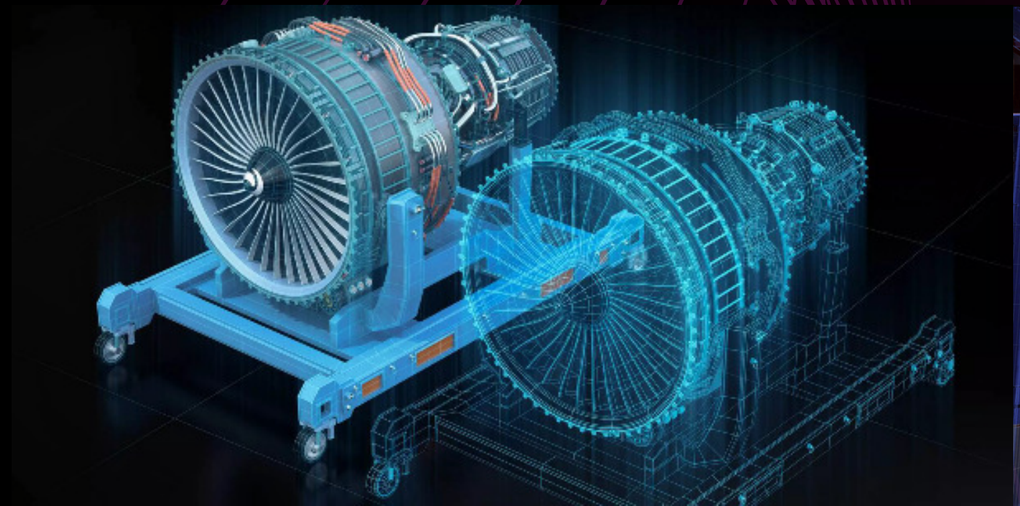


orchestr8™

Operations are optimized with fully integrated systems.

Asset tracking and environmental telemetry, predictive maintenance, autonomous operations, crowd/staff allocation.







orchestr8™

Centralized data for operators under one pane of glass for data-driven strategic decision making.



The Business Case

Increased revenue from improved user/citizen satisfaction and economic activity

Reduced operating costs from automation and predictive maintenance

Enhanced property values and tax base from improved urban quality of life

Reduced liability and emergency response costs through proactive safety measures



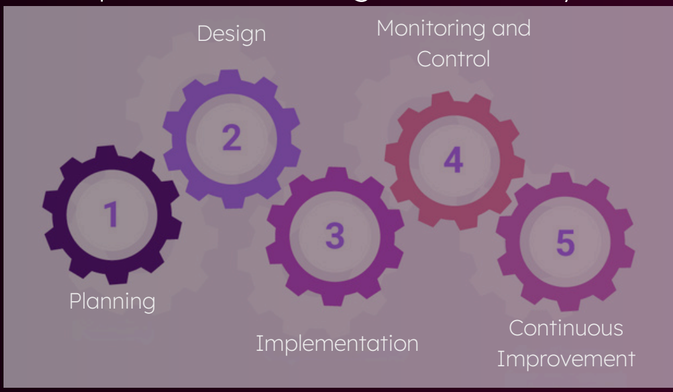


Spaces become cognitively alive.

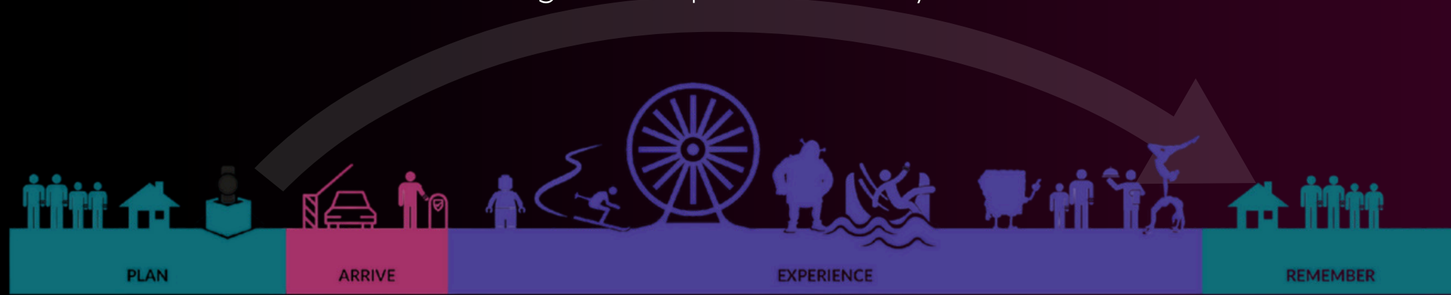
They can see, hear, and feel what is happening to:

- curate unforgettable experiences for each user over the entire experience lifecycle
- automate operations and integrate operational data for management

Integrated Operations Management Lifecycle



Integrated Experience Lifecycle



orchestr8™

Sounds impossible?





Orchestr8 solves the 3 hard problems of human-centric digital experiences as an AI-native platform with scalability and continuous innovation.

orchestr8™

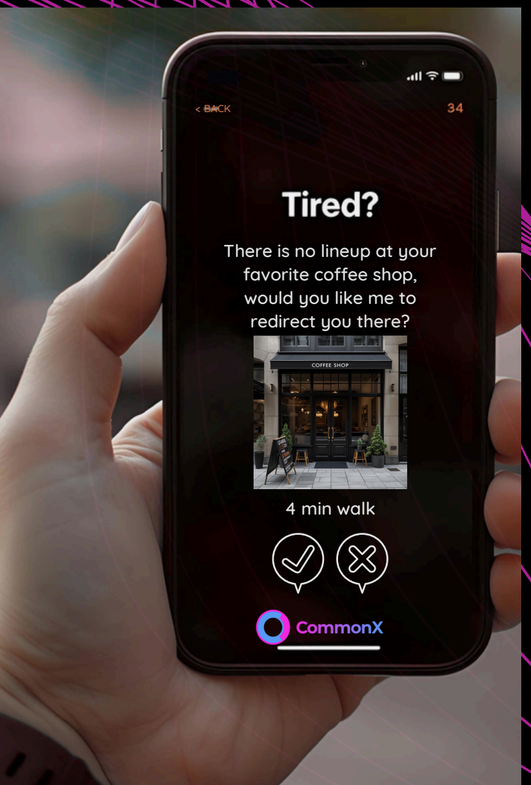
1. Real-Time Intelligence through Stream Processing

- **Massive Data Ingestion**

  Handles enormous data throughput - 2 million message and location events/second

- **Complex Event Processing (CEP)**

  Detects meaningful event sequences - user running late or unusual behavior - and triggers automated operations.



- **Real-Time Sentiment Analysis**

  Calculates Customer Experience Index (CXi) in real-time. Critical feedback loop for Emotionally-Responsive interventions to trigger corrective actions when CXi drops.

2. Continuous Machine Learning and Prediction

- **Building the Guest Genome**

  Comprehensive profiles constantly building to predict user responses to propositions.

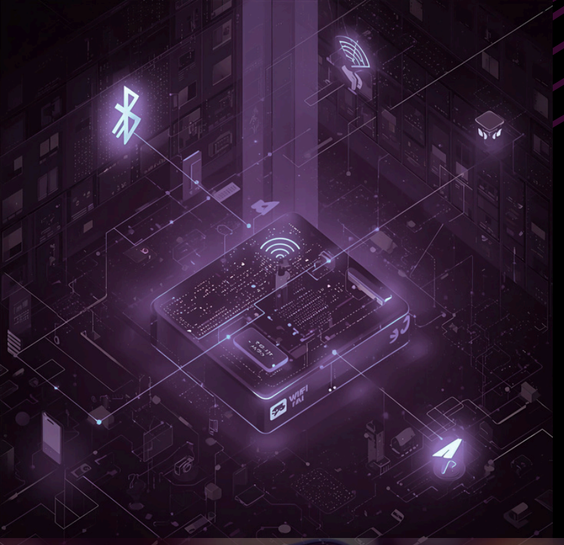
- **Model Training**

  Built-in batch analytics and ML engine designed to process and analyze historical data in real-time as events occur for refining guest genomes and automated operations.

- **Cold Start Problem**

  Data pipelines allow AI models to be trained in real time for users lacking historical data.





3. Ingesting Diverse Inputs to Coherent Context

• Intelligent Sensor Fusion

Continuous training of AI models on signals (Wi-Fi, BLE, magnetic fields, noise) creates space signatures with extremely high accuracy of 0.5 meters from multiple sources (BLE hardware, CCTV facial recognition, mobile).



• Self-Training Recognition System

Self-training models detect factors known to a user’s profile when a new detection is close but significantly different from existing data, to continuously improve accuracy.



• Context Layer

Critical infrastructure that manages dynamic data (identity, location, journey, history, mood) relevant to an interaction allowing staff and automated interactions to be more effective by being situation aware.

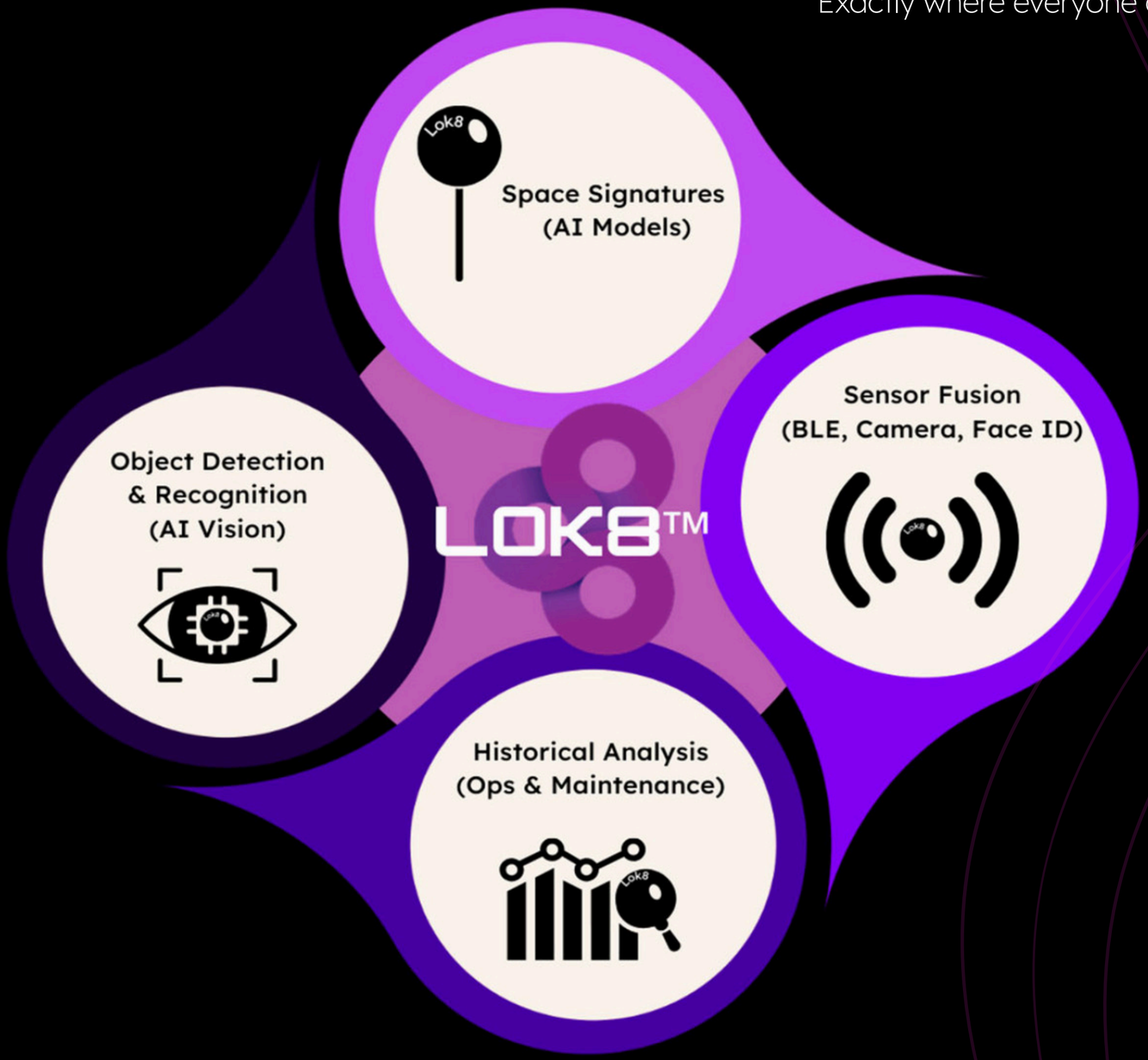
Hard Problems Solved with Robust Product Foundation

Orchestr8 is AI-Native by necessity. Hard problems are solved through its foundational architecture and its primary components,
Lok8 (Sensing) and Korl8 (Analysis), which are designed specifically to:

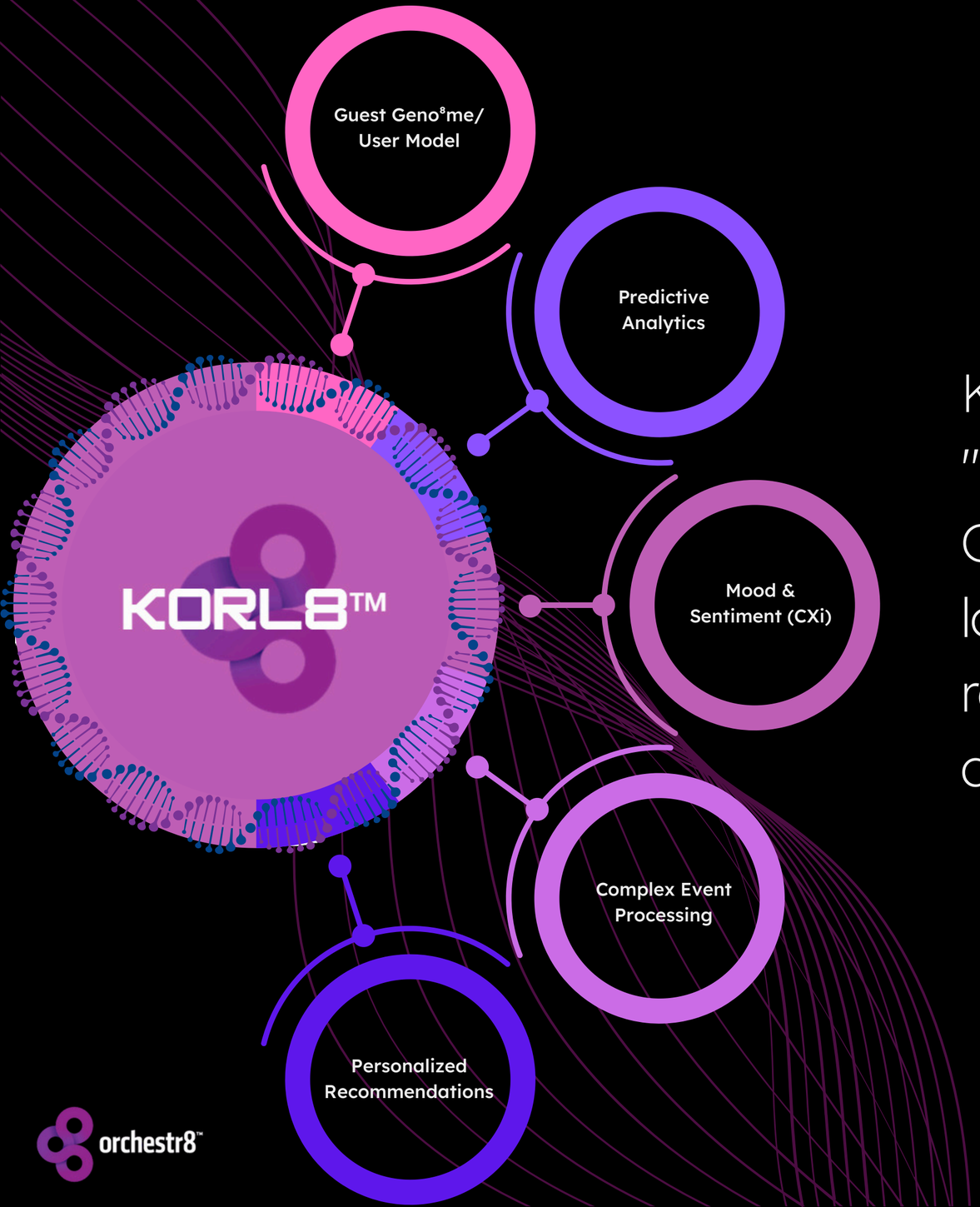
Leverage machine learning, predictive AI, and computer vision to deliver adaptive experiences and optimize operations.

orchestr8™

Exactly where everyone and everything is at any given moment and what state it is in.

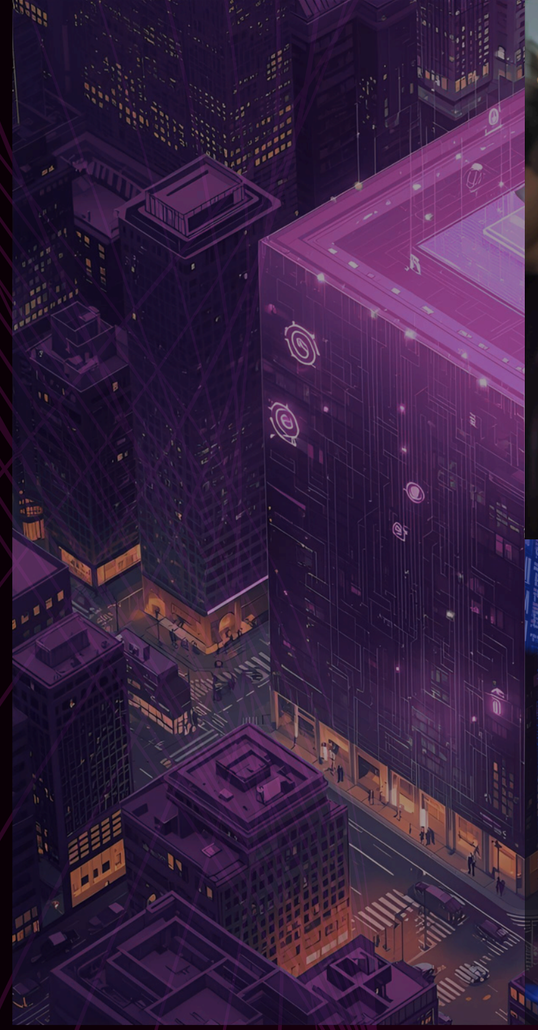


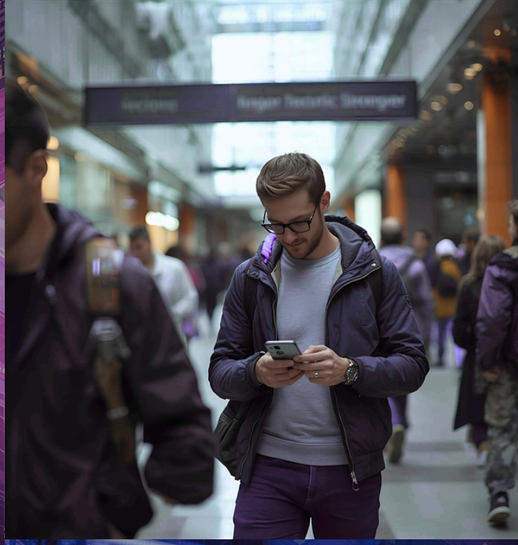
Lok8 is the platform's proprietary location intelligence and sensing layer, Lok8 enhances precision and context awareness from raw physical inputs with unprecedented scalability.



Korl8 is the platform’s proprietary "cognitive brain" or analysis engine. Cutting-edge intelligence transforms raw location and activity data into predictive, real-time insights for personalization and automation.

Modern Product Architecture







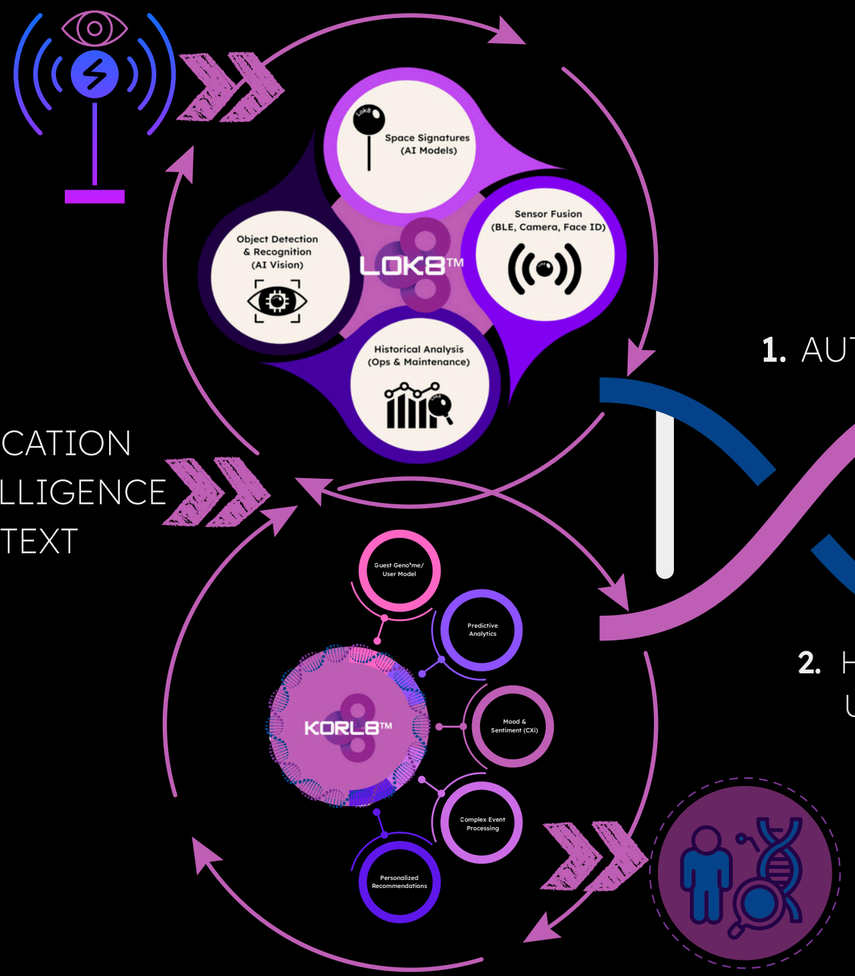
- Agentic AI:

  AI agents manage routine operational tasks, execute intelligent decision-making, and handle cross-system coordination.

- Large Language Model (LLM) Integration:

  Integrates with third-party LLMs for generative content, conversational AI (like advanced chatbots), natural language interfaces, and enhanced text analysis of user feedback.

Orchestr8 Overview Diagram



REAL-TIME LOCATION AND USER INTELLIGENCE WITH CONTEXT

1. AUTOMATED OPERATIONS

2. HYPER-PERSONALIZED USER EXPERIENCES

User Interfaces

Digital Displays
POS systems
Digital Kiosks
Mobile Devices and Wearables
Web-connected devices
Cloud platforms
Metaverse
Safety Alert Systems
Government Databases

3. HOLISTIC VIEW OF LIFECYCLE OPERATIONS

Physical & People Management Systems

Structures/Hardware Monitoring
Control Room Centers
Access Control
Safety systems
Key Control
CRM
Asset Management
CMS
Identity Management
HRS
Room Controls
Health & Wellness
Employee Management
Guest Experience Platforms

It’s the platform to fuse existing physical & people management systems and user interfaces with location and user intelligence to enhance user experiences and automate operations providing direct positive bottom line results.

It also provides a holistic view of lifecycle operations providing management with ability to make data-driven strategic decisions with high fidelity.

Applicable to asset tracking - manufacturing and supply chain, commercial buildings, logisitics networks, theme parks, hotels, malls, airports, stadiums, retail, residences, communities, and construction sites.

Orchestr8 - The Power of Integration

Dare to imagine?

See appendix for past work and applications.

orchestr8™

What Can This Do for Your Business?



It's not just about the reduction in expenses and increases in revenue.

It's about experiences and the reputation it brings to your brand.

Our track record proves that we bring the best in digital experiences to the world.

Transform your business with Orchestr8.

orchestr8™

Be Disruptive.

Orchestrate your Operations.

Contact Us Now.

Mark Hadland, CEO
mark@commonX.ai

Dexus Almonte, CSO
dex@commonX.ai

Shahram Seificar, Advisor
seificar@commonX.ai

Orchestr8 - The Power of Integration

orchestr8™
BY CommonX

Appendix - Track Record

Walt Disney World



Our team created xConnect for Disney, the earliest version of Orchestr8.

xConnect is the IoT transactional backbone integrating a unified dashboard of guest information, powering services like MagicBands and My Disney Experience.



- **Aggregates data**: Compiles data from various sources into one place, including interactions with MagicBands, the My Disney Experience app, and other touchpoints.
- **Provides insights**: Analyzes millions of data points per second to provide insights into park entry numbers, ride wait times, and crowd flow.
- **Improves operations**: This data helps Disney manage operations by, for example, deploying additional Fastpasses or entertainment to help with crowds.
- **Enhances guest experiences**: Enables features like linking photos, tapping to enter parks, and using MagicBands for purchases and room keys.
- **Drives innovation**: xConnect has facilitated innovations like the food delivery system.

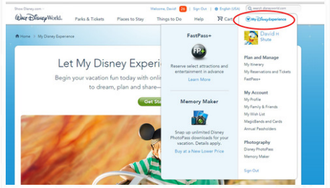
Scale of Project:

- The four theme parks: Magic Kingdom, EPCOT, Disney's Hollywood Studios,
- and Disney's Animal Kingdom represent twice the size of Manhattan.
- There are over 25 hotels across the theme parks.
- Since it's launch the Magic Band has had over 600 million users and park passes issued.
- Hundreds of millions of FastPass+ & Genie+ passes
- PhotoPass: Over 350,000 smiles are captured daily by Disney PhotoPass photographers, over 1.5B since launch.

Disclaimer: Post-Disney, our team recreated xConnect but on a more modern stack. The subsequent version was named Lok8. Lok8 evolved into Orchestr8.

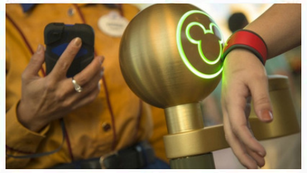
Disney xConnect

My Disney Experience

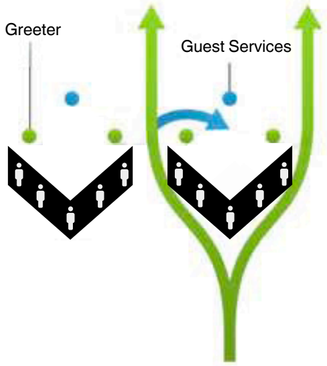


My Disney Experience online tool allows you to dream, plan and share your vacation, at home and on the go. My Disney Experience gives you the tools to easily manage your vacation so you can connect with everyone in your travel group to share and make plans together, including FastPass+ selections. Once you link your reservation your hotel and dining reservations appear for easy access.

Park Entry



The Park Entry removes the bariers to Disney Parks and turns a singular, transactional moment into shared, magical experiences. The new, open, design system allows families to stay together and enter the Park as one, flowing through and around architectural elements instead of halted bariers. A revolutionized Cast experience provides a flexible service model; allowing the Cast to move with the Guests, engaging them as they enter as well as handling issues where and when they occur. The Disney Access Portal replaces the current turnstiles transforming those necessary transactions into welcoming, intuitive. engaging, branded experiences for all.



Be Our Guest Restaurant



Make reservations at home or in the park, even choose your meals ahead of time. When you pre-book a reservation all you need to do is walk in to the Be Our Guest Restaurant with your MagicBand, sit down at a table, and your food will magically appear.

Personalized Interactions



Wearing your MagicBand allows you to have more personalized and magical interactions while at Walt Disney World Resort. Cast members and Characters will be able to interact with you by name as wel as being able to celebrate with you on your special occasion such as birthdays. anniversaries, and even your first visit.

MagicBand



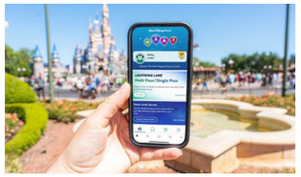
The MagicBand lives at the core of Disney's MyMagic+ system. Driven by the desire for a seamless, highly interactive experience within the diverse Parks and Resorts environment, the MagicBand consolidates room key, park ticket, PhotoPass card, FastPass ticket, and credit card into one beautiful wrist worn device,

FastPass+



Disney FastPass+ service makes your vacation better than ever by allowing you to reserve access to some of your favorite Walt Disney World experiences before you even leave home. Using the My Disney Experience planning page or mobile app, you can lock in some of your must-do attractions and entertainment experiences, so you can relax and enjoy the moment with your family. If your plans change, you can update your FastPass+ selections while on the go so you can relax and enjoy the moment with your family

My Disney Experience Mobile



Plan and share your Walt Disney World vacation, at home and on the go, with the My Disney Experience mobile app.

Payment



The payment device provides Guests the opportunity to easily pay for merchandise and services with their MagicBand or credit card, all within one compact, ergonomic form factor. This singular and iconic device provides Parks and Resorts with a consistent transaction experience that intersects every touch point within the MyMagic+ system.

Memory Maker



The most incredible way to capture and relive your vacation memories. With Memory Maker, your whole family can be in the picture at Disney PhotoPass locations, attractions, and dining locations throughout Walt Disney World Resort. All of the photos you take are magically yours forever, like memories of your family posing together in front of Cinderella Castle, screaming down Splash Mountain, hugging Mickey Mouse and so much more.



Princess Carnival Cruise Lines

Orchestr8 is the Experience Platform integrating all of the Princess OCEAN Medallion applications and experiences into one system all supported by a single integrated management console.

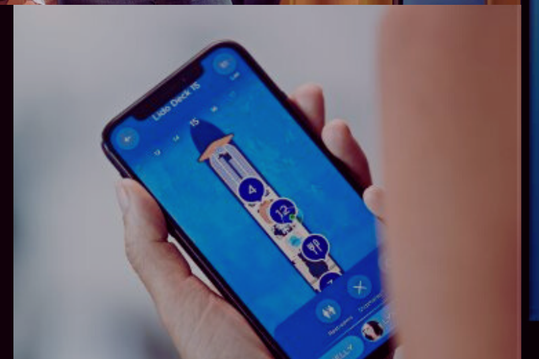
Scale of Project:

- Orchestr8 is currently licensed and operating 20 Princess cruise ships and has had over 20 million passengers use the Medallion since inception.
- Orchestr8 integrates:
  Facial recognition boarding, wayfinding, location based food and beverage delivery, touchless payment, keyless stateroom entry and room controls, safety & muster applications, memory maker, gaming, entertainment, restaurants, casinos, all crew facing applications, and control room center.
- Per ship:
  over 7000 AI edge based readers and sensors, hundreds of interactive displays. and 75 miles of PoE cabling.









orchestr8™

https://www.princess.com/ships-and-experience/princess-medallionclass

Princess Carnival Cruise Lines

- **Enhanced Guest Experience and Revenue Generation**
  - **Frictionless commerce** - handles all on board payments, unified billing for groups. Significantly increases customer spend.
  - **Hyper-personalization and Recommendations** - Hyper-personalized guest genomes tracking all guest interactions and movements for predictive recommendations.
  - **Convenience** - stateroom entry, faster embarkation, facial recognition check-in and AI analyze guest preferences for personalized welcome experiences.
  - **On-demand Services** - Order food and drinks on-demand to your location.
  - **Wayfinding** - Smart Navigation helps you navigate ship and discover. Find your friends.
  - **Memory-making** - Digital album of your photos and videos captured with metadata.

- **Operational Efficiency and Safety**
  - **Crew Effectiveness** - Data staff can use to serve guests better. Mobile crew applications - greet guests by name and offer relevant services with context.
  - **Safety and Security** - Critical for muster stations, records all embarkation and disembarkation for official Coast Guard documentation. Real-time behavior analysis for suspicious activity. Real-time security access and access control.
  - **Resource and Energy Optimization** - Energy Master service managing state of relays connected to HVAC and lights based on where guests are leading to significant cost savings.
  - **Business Intelligence** - Millions of data points flowing to control room, aggregated, with context. Invaluable resource for making operational decisions to increase bottom-line.







orchestr8™

American Dream Mall

Orchestr8 is the guest experience platform powering the American Dream Mall with approximately 20M guests per year.

Integrating Venue Operations and Guest Services:
Parking, Transportation, Ticketing and Reservations, Payments, Information Services, Communication, Event Portal, VIP Loyalty, Photos (Memory Maker), Smart Screens, Authorization and Authentication, Testing and Simulation to emulate guest interaction.

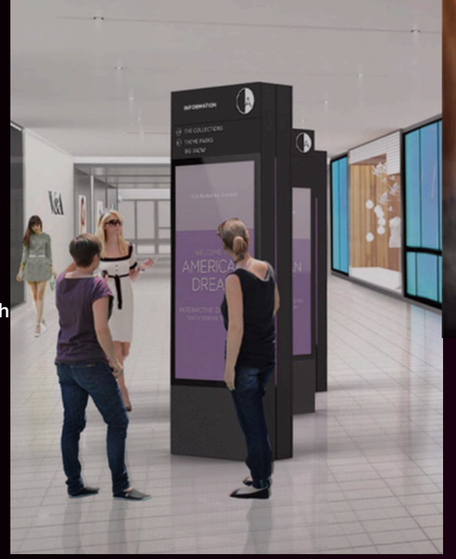
Touchpoints:

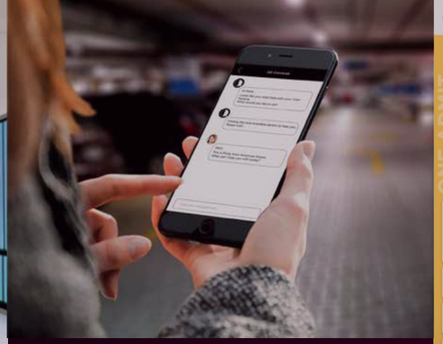
Mobile/Web
Location aware (on/off-site) responsive experience

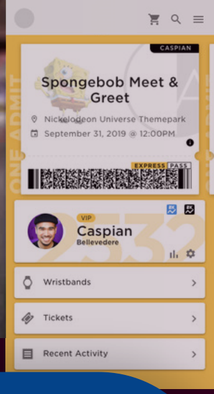
Kiosk
Large, interactive touch screens
Unauthenticated experience with common features

Admin
Responsive web

Wearable
Theme Parks only







- **Revenue Generation and Frictionless Commerce**
  - **Integrated Payments and Folio** - Unified billing and spending privileges for travel parties and groups.
  - **Ticketing and reservations** - Seamless pre-booking and confirmation of activities
  - **Loyalty and VIP Services** - VIP lounges and expedited service, Loyalty programs
- **Operational Efficiency and Contextual Service**
  - **Traffic and transportation management** - discounted valet, facilitate purchase deliveries to car, parking payments and frictionless navigation.
  - **Guest and staff services** - Digital tools to improve guest services. Faster inquiry resolution.
  - **Content and Information Management** - Information services, content management system, points of interest for activities and specific locations.
- **Enhanced Guest Experience and Personalization**
  - **Identity and Account Management** - user identity and profile services for staff to verify guests
  - **Location and Wayfinding** - Guests get frictionless navigation to where they need to go
  - **Digital Memories** - Photos captured with metadata for social sharing
  - **Journey Planning and Communication** - Ex. Personalized push notifications about events in the venue with estimated travel time.

Transportation & Parking
Get to and from the property
View space availability
Reserve and pay for a parking spot
Access transit information

Ticketing & Reservations
Purchase, manage and retrieve event and single park tickets
Reminders and notifications about purchased tickets and reservations

Searching & Wayfinding
View map of American Dream
Access the directory
Search/route to a POI
Blue-dot navigation

Retailing & Commerce
Display directory of food & retail organized by category
Display restaurant menus

Group Coordination
Group leader scenarios (folio management, group ticket management, wearable management)

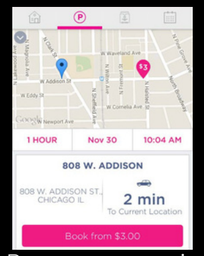
Payments
Unified folio for parking, parks, events, concessions
Top-up funds for connected party members

Guest Services
Admin portal and dashboards

Social Sharing
Post to main social networks

Loyalty Initiative
Guest profile

American Dream - An Integrated Experience



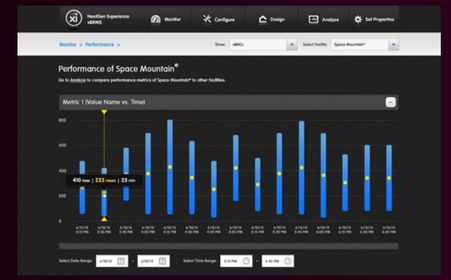
Reserve, pay, navigate to parking

View map of American Dream

Access the directory

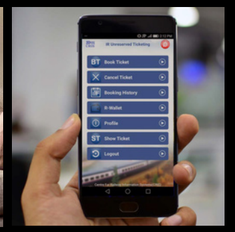


Unified Tap/App-to pay folio for parking, parks, events, concessions



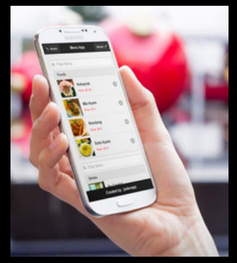
Admin portal and dashboards

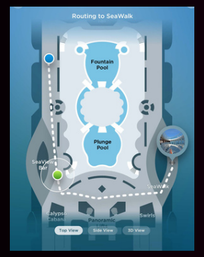




Purchase, manage and retrieve event and single park tickets







Search/route to points of interest - shops, food, etc.



Top-up funds for connected party members



Post to main social networks

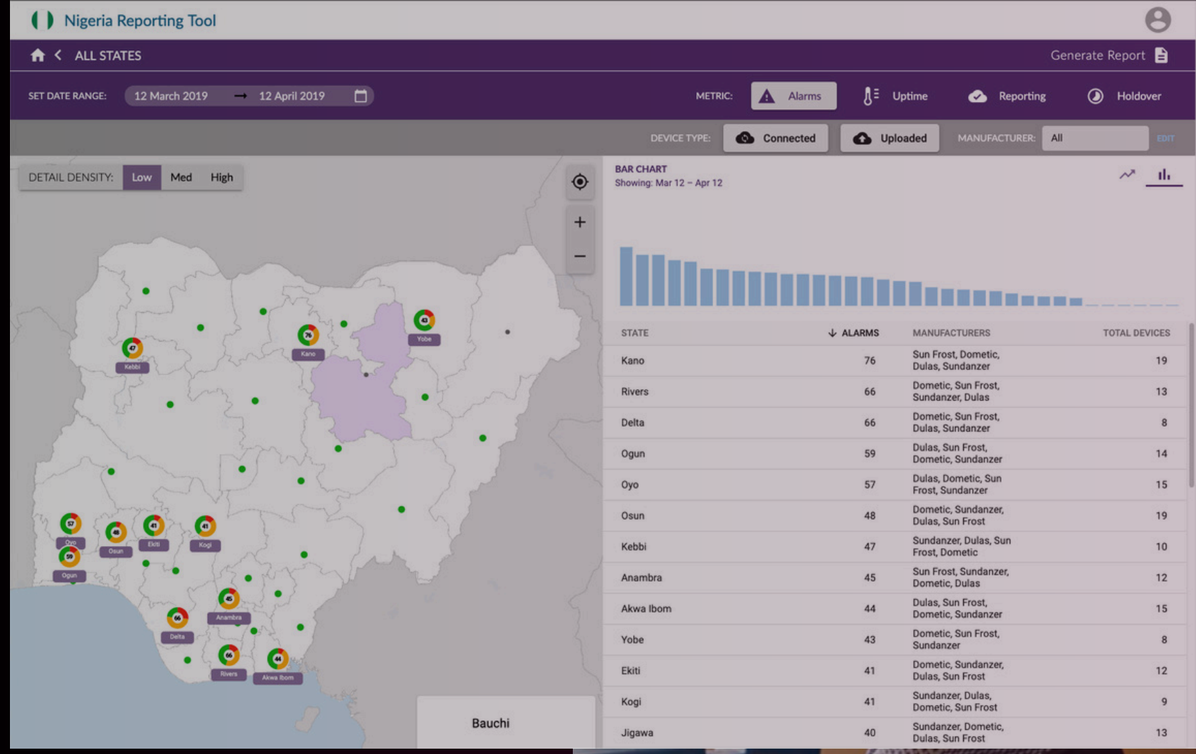


Appendix - Other Relevant Past Work

Global Good

Our team developed a centralized data solution for cold chain equipment and created visualization tools to reduce waste and costs. This initiative included building a mobile app, Varo, which extracts 30-day temperature data from “Fridge-Tag” monitoring devices, ensuring the safe and effective distribution of vaccines. The solution empowered Global Good to surface critical data previously unavailable, improving vaccine storage and distribution systems worldwide, ultimately saving many lives in West Africa where the solution was widely used during the Covid pandemic.

Logistics, supply chain, and asset tracking at its finest.



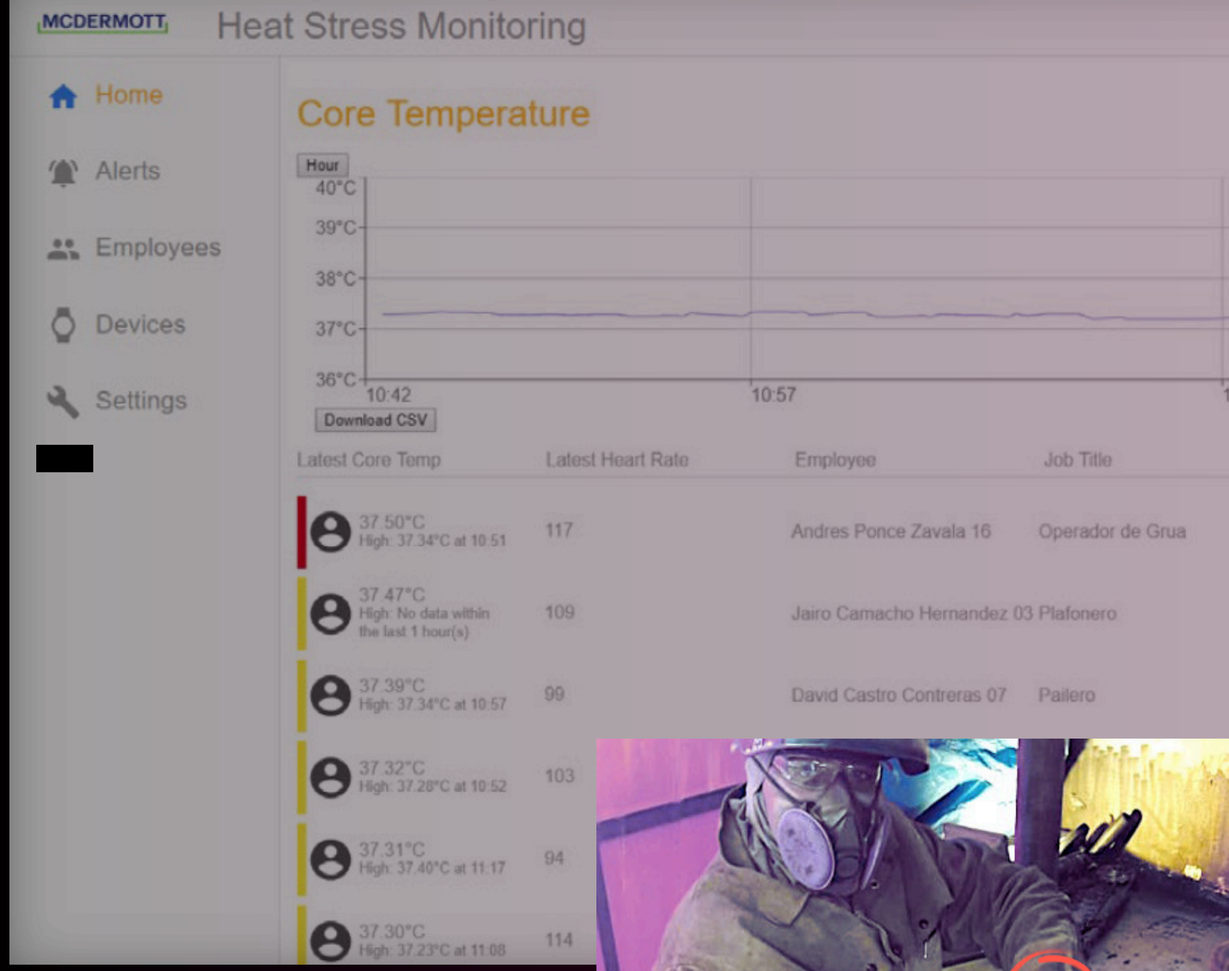
STATE	ALARMS	MANUFACTURERS	TOTAL DEVICES
Kano	76	Sun Frost, Dometic, Dulas, Sundanzer	19
Rivers	66	Dometic, Sun Frost, Sundanzer, Dulas	13
Delta	66	Dometic, Sun Frost, Dulas, Sundanzer	8
Ogun	59	Dulas, Sun Frost, Dometic, Sundanzer	14
Oyo	57	Dulas, Dometic, Sun Frost, Sundanzer	15
Osun	48	Dometic, Sundanzer, Dulas, Sun Frost	19
Kebbi	47	Sundanzer, Dulas, Sun Frost, Dometic	10
Anambra	45	Sun Frost, Sundanzer, Dometic, Dulas	12
Akwa Ibom	44	Dulas, Sun Frost, Dometic, Sundanzer	15
Yobe	43	Dometic, Sun Frost, Sundanzer	8
Ekiti	41	Dometic, Sundanzer, Dulas, Sun Frost	12
Kogi	41	Sundanzer, Dulas, Dometic, Sun Frost	9
Jigawa	40	Sundanzer, Dometic, Dulas, Sun Frost	13

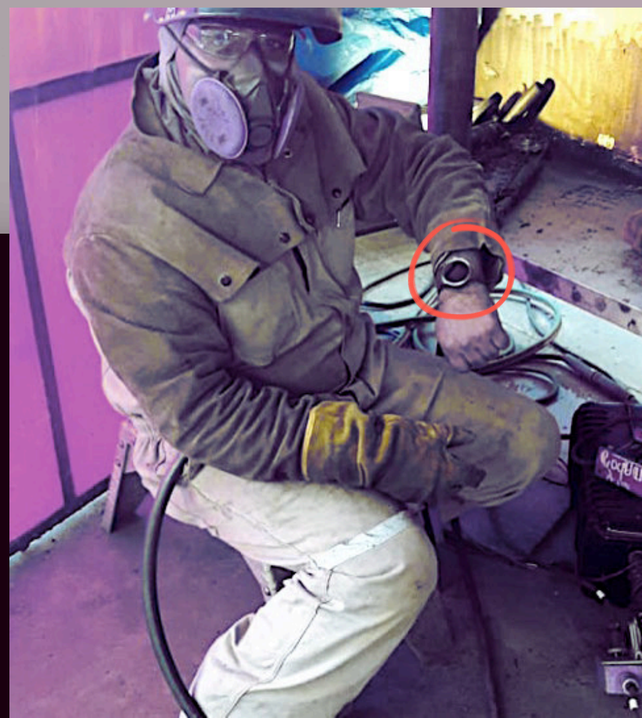


MCDERMOTT

Heatstress Monitoring

Our team created a biometric monitoring system and cloud infrastructure to allow McDermott to monitor the health of its workers across its many construction sites.
Our team leveraged ergonomic and PPE-compliant biometric monitoring equipment over an LTE connection to remotely analyze, in real-time, bio-metric markers.
The result was unprecedented insight into the real-time health and safety for thousands of workers.





Philips Lumify

Our team built the eCommerce and cloud infrastructure for Lumify, enabling Philips to disrupt traditional ultrasound markets with a portable, app-based subscription model that democratized access to medical imaging technology.

Integrating the experience from home and remote areas to professionals.



Mobile order & pay

Our team designed and created the Mobile Order & Pay solution enabling Starbucks' busiest stores to move more customers, significantly increasing revenue (over 25%), while helping to improve customer satisfaction. Strong contributing factor keeping Starbucks alive during the Covid pandemic.



Connected Stadium

The San Francisco 49ers needed a device that could improve the speed and quality of ingress at their new Levis™ Stadium, which would allow greeters to shift their focus from scanning tickets to welcoming fans.

To address this need, our team developed software for a self-service ticket reading device that is flexible, mobile, wireless, and battery operated, as well as a robust backend web and database infrastructure with the ability to communicate in real time with existing ticketing services, such as Ticketmaster.

The system also allows for the capturing of data to inform future developments, like a fan loyalty program.



GIX: Network Wall

Our team created an Interactive 18-panel installation for a collaborative educational space



GLOBAL
INNOVATION
EXCHANGE

Appendix - Application Examples

Asset Tracking

Inventory Tracking

- Real-time inventory for lean inventory methods

Track inventory in real-time on the cloud.
Predictive AI for lean inventory management. Reduce waste.
Automatically log who has been using inventory and who has worked on the inventory. Less downtime.

Asset Tracking

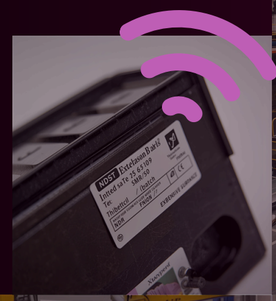
- Track valuable assets

Inexpensive, durable, printable sticker labels can be used to track assets in real-time via radio signals. Assets are where they need to be.
Automatically track who is using or moving assets.

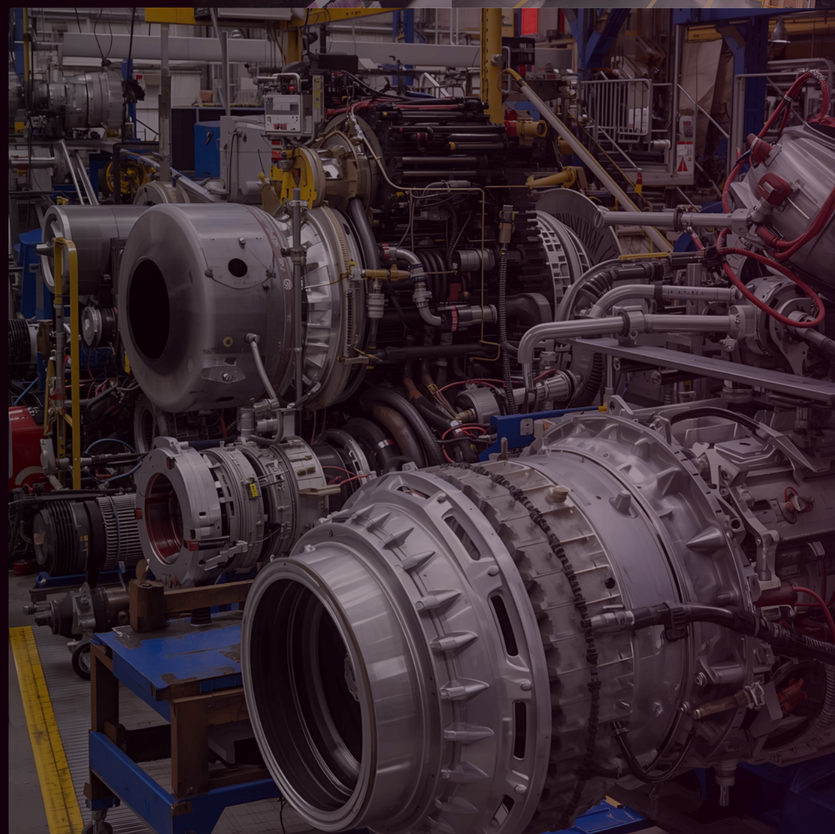
Asset/Inventory Health

- Spoiled Inventory
- Maintenance and repairs

Track your inventory's shelf life and location. Great for chemicals and sensitive materials used in manufacturing. Health of parts such as hardware devices and processing equipment can be actively monitored via the cloud for predictive maintenance and scheduling.







orchestr8™

Workforce Management

Personnel monitoring

-Attendance
-Safety and mustering
-Real-time workforce capacity management
-Worker Health
-Security Access

Where your employees are at all times.
Critical for emergency situations ensuring everyone is safe and accounted for.
Allocate your workforce where they need to be to optimize your resources.
Integrate biometrics to track workforce health and if workers are able to perform in high-stress situations.
Get notified when employees are where they should not be.

Workforce Automation

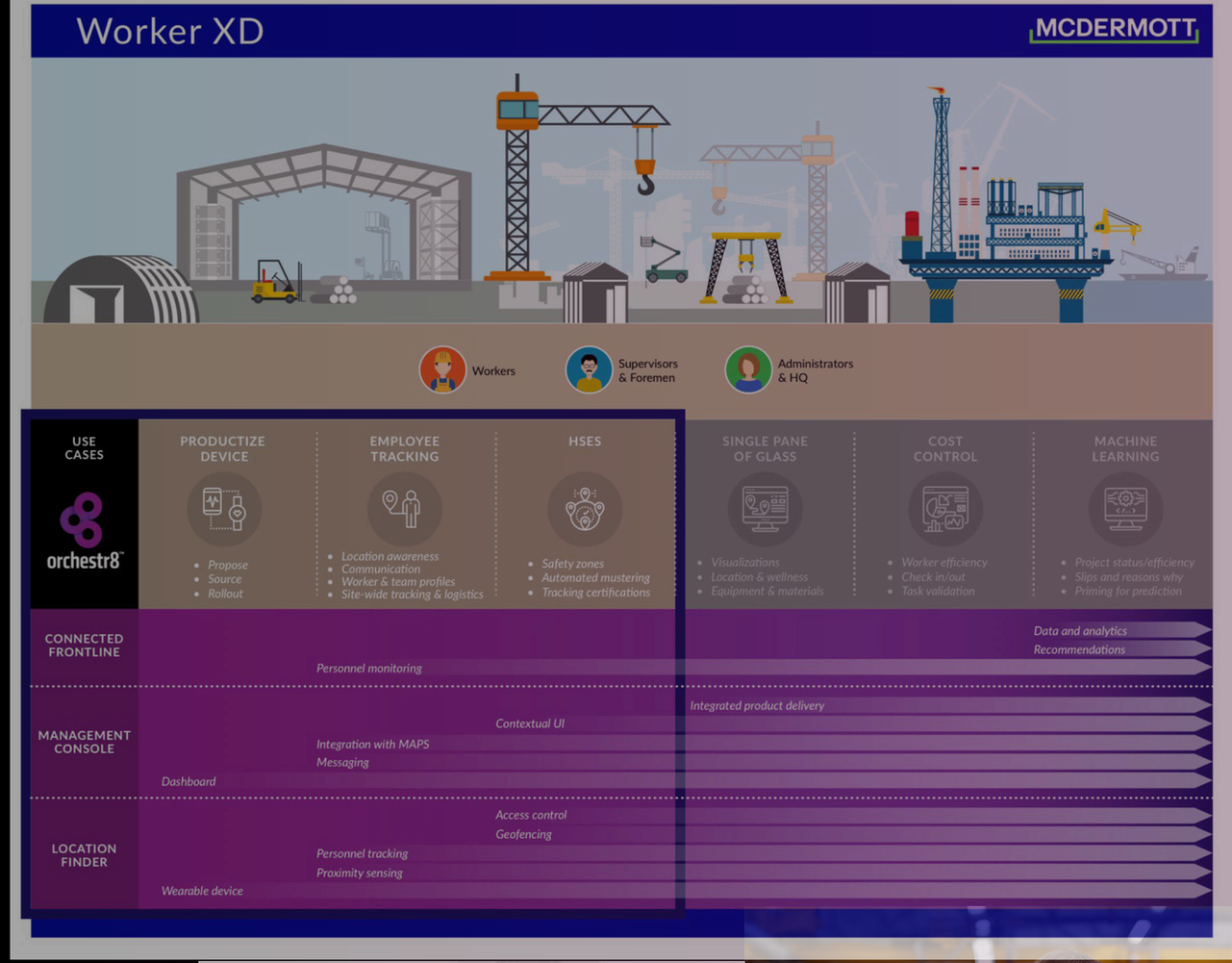
-Auto-log/Task Validation
-Worker Efficiency

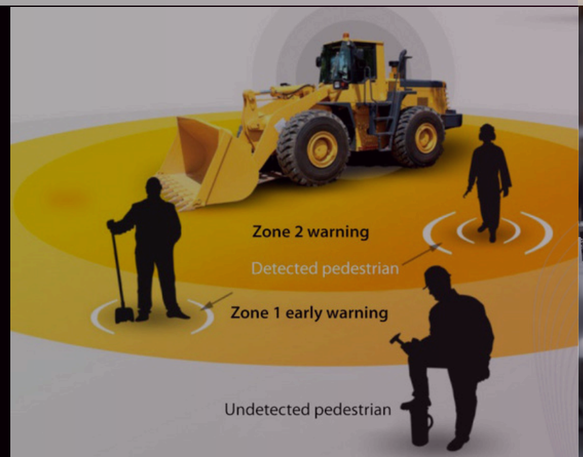
Printed sticker labels track parts/assets across departments and assembly lines. Movement of assets and workers associated with parts are automatically logged, decreasing work log downtime, and ensuring accountability is in place.
Automatically logs worker downtime like taking breaks. When paired with auto-log data, worker efficiency is easily trackable.

Machine Learning

-Optimize Efficiency
-Estimate project delivery

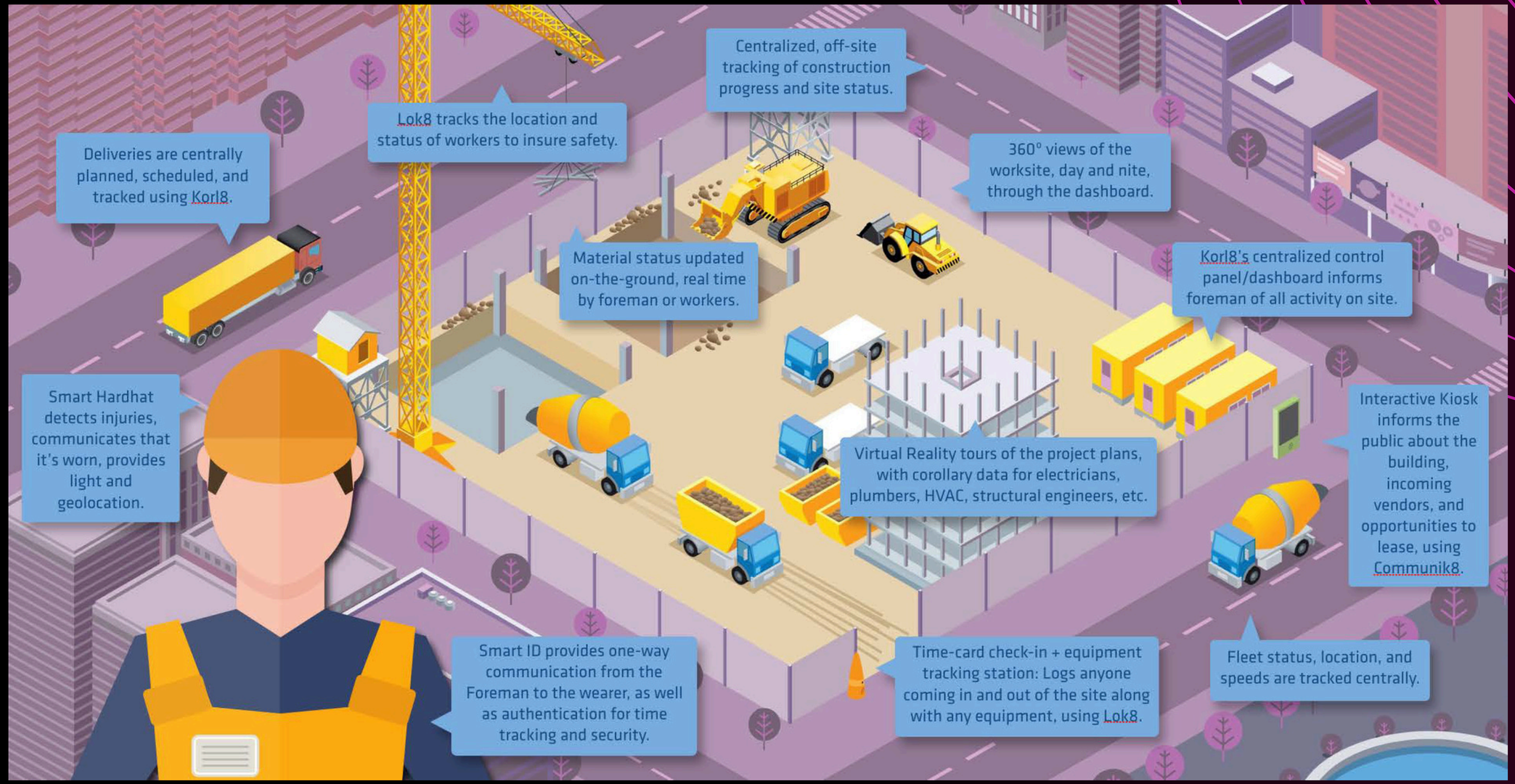
Machine Learning will find and suggest ways to optimize workforce.
Increase project delivery timelines with data-models that simulate project timelines.







Construction



orchestr8™

Healthcare



The patient experience starts at home with either personal or physician provided devices that help monitor them even away from the facility.

A connected healthcare facility means the providers have information they need about patients, staff, equipment and supplies to transform patient experiences to guest experiences.

Expanding to the entire provider network connects patient needs with lab, pharmaceutical and other services.

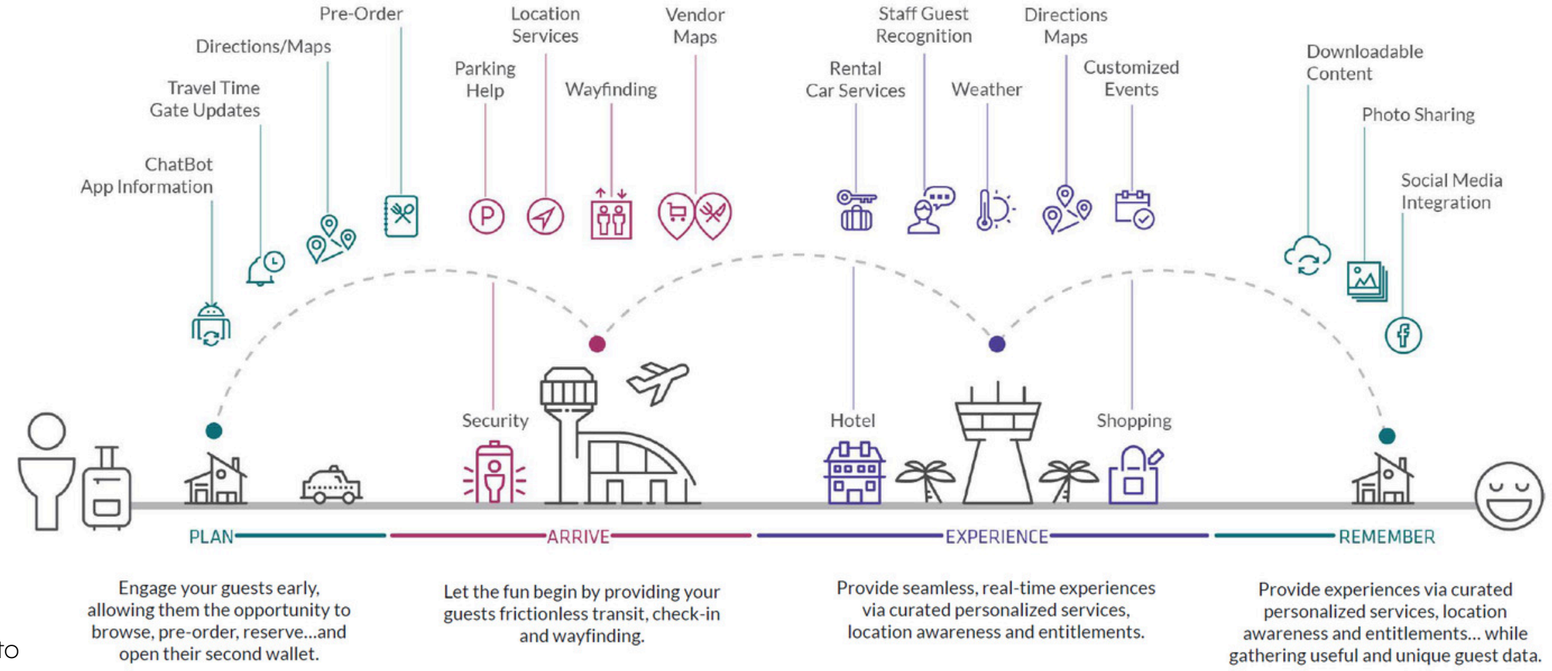
Including elements of the supply chain helps put the right supplies in the right place at the right time.

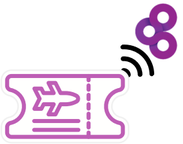
orchestr8™

Airports

We can help the air travel industry:

- Enhance convenience for travelers
- Transform the experience from “necessary” to a positive part of the “journey”
- Deepen traveler and concessioner engagement
- Create safe, secure and fun venues





Your printed and/or mobile boarding pass unlocks access to location services like wayfinding, food and beverage deliveries, touchless lounge access, staff guest recognition, and airport loyalty programs. Increases spending at airports. Helps airports with security controls and safety.



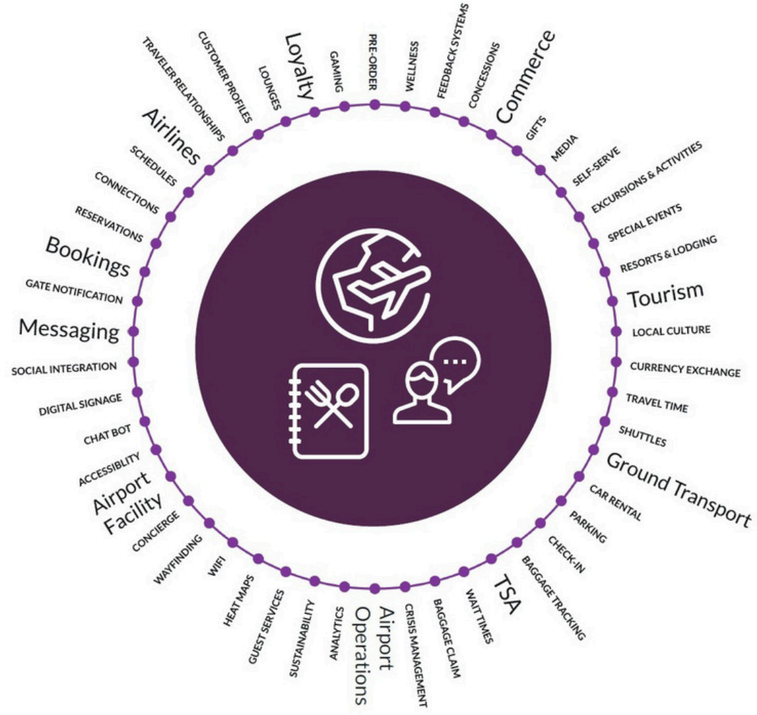
Track where your bags are at all times. Your bag tags for luggage, check-in, and personal items can now be tracked for added security in real-time. Helps airlines verify that customers have paid for their carry-on items. Helps airports track bags that may have been lost.

...curating innovative, personalized experiences

...on a contextually-aware, seamless experience platform

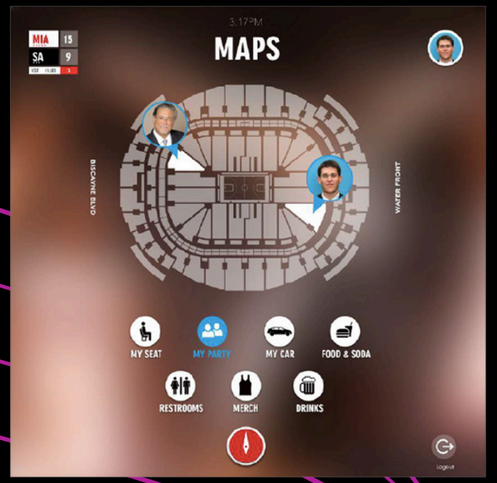
...that bridges disparate systems.

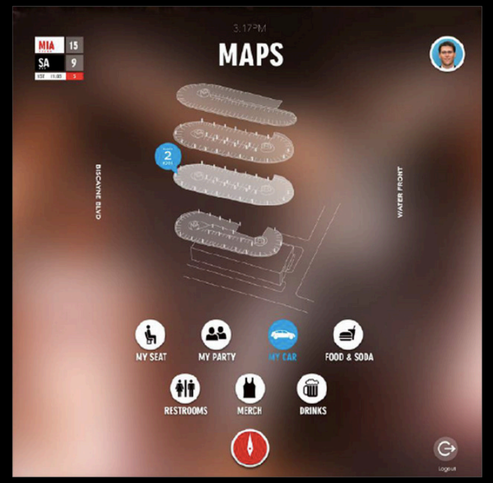




CommonX

Sports & Arenas - Concepts Introduced to Miami Heat

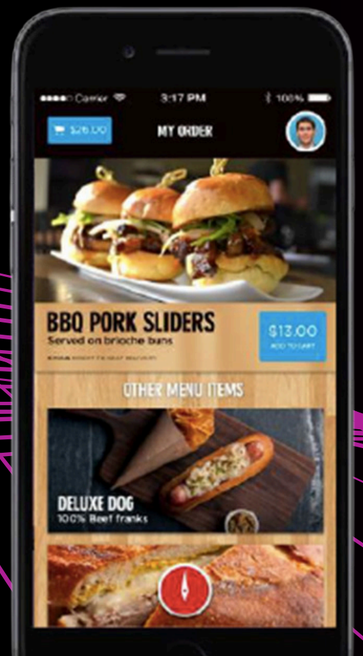




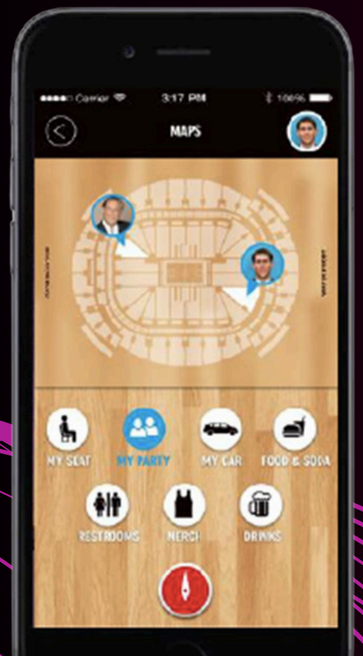
Ticketing



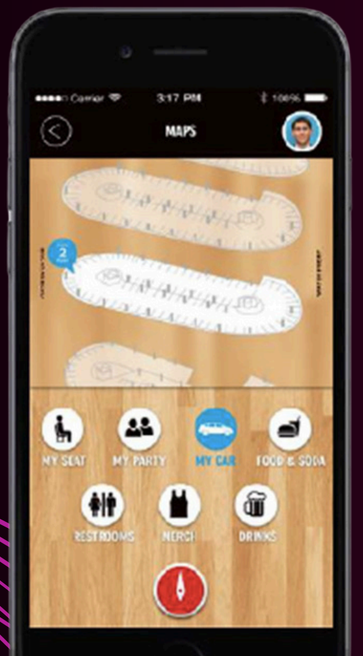
F&B Order



Wayfinding



Wayfinding

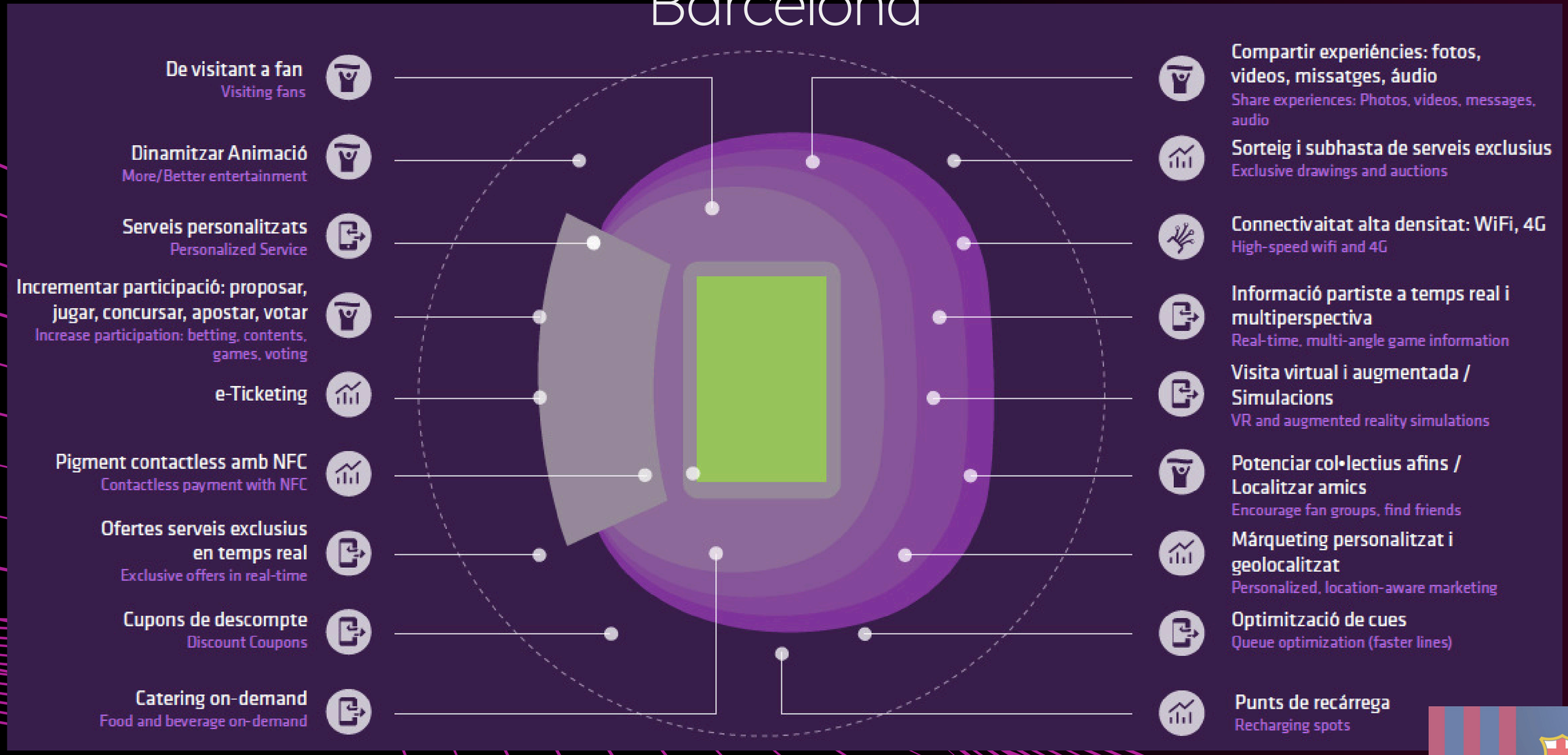


VIP Exclusives



orchestr8™

Sports - Concepts Introduced to La LigaFranchise FC Barcelona



orchestr8™

Retreats and Camps

Enhanced Technology



PaliPortal

The PaliPortal enables campers and their parents to schedule, plan, and review their summer adventure - at home and on the go. Connect everyone in your travel group, and plan transport and events, door-to-door.



PaliPass

The PaliPass enables campers to be identified in photos, and enables automatic sorting and sending to their parents back home. But that's not all! The PaliPass is an artifact of the experience; it can be personalized, it enables access and payment, and frees the camper to safely roam throughout their experience.



Mobile Movie
Mobile photography and video of special and off-site events like water-skiing and stunt-man events. Mobile Station controllers insure major events are captured and go onto the highlight reel.



The Pali Promise
Insure every camper - Camp Pali or Pali Institute - goes home with at least one photo memory.



Choose Your Own Adventure
Document and describe camper's themed experiences and learnings - not just photos sent home, but stories and awards.



Selfie Station

The Selfie Station works with the PaliPass to take single and group photos of the most exciting moments and epic views at CampPali. By standing in front of the designated station, campers automatically trigger photos which are sent to the PaliPortal for approval and distribution



Chow Hall
Food & beverage experiences; what was served and how much did the camper enjoy it?



Competition
Scoreboard/leader-board for competitive activities; paint-ball brackets and athletic times & records



Mobile Photo

The PaliPass enables campers to be identified in photos, and enables automatic sorting and sending to their parents back home. But that's not all! The PaliPass is an artifact of the experience; it can be personalized, it enables access and payment, and frees the camper to safely roam throughout their experience.



Pali TV
Shareable video and mp3 downloads of performances by campers.



PaliPay

The PaliPortal enables campers and their parents to schedule, plan, and review their summer adventure - at home and on the go. Connect everyone in your travel group, and plan transport and events, door-to-door.



Grand Finale
The Big Goodbye - massive water/shaving cream fight with multiple mobile photographers capturing each camper.



PaliPics

PaliPics works in conjunction with the PaliPortal to deliver in near real-time memories to camper's parents, and enables post-trip engagement to create photo albums and camper swag - and it also drives re-engagement.



Enhanced Experiences

KEY EVENTS
Campers and parents are shopping for a summer experience like no other; the perfect merger of outdoor authenticity and personalized & customized experiences.

- Planning
- Booking
- Customize My Experience
- Customer Support
- Camper Pick-up
- Wearable Arrival/OOBE

OPPORTUNITIES
Set the stage for a fully-customized end-to-end experience and create a seamless planning experience around transport to and from the camp through automated Travel agent & concierge.

- Mobile Compass Download
- Educate The Camper
- Customize PaliPass
- Load my PaliPass
- Swag Purchases
- Loyalty Program

KEY EVENTS
Campers familiarize themselves with the camp and fellow campers, staff, and opportunities for fun.

- Health & Safety
- Meet your counselor/cabin
- Schedule & Learn
- Swag
- Way-finding/Pali Map

OPPORTUNITIES
Enable experiences en route to the camp to make new friends, adjust itineraries, and preview events. The transactional stuff (Health & safety) becomes fun and memorable.

- Arrival ceremony
- Eyes-up/Know your camper's name
- Last-chance schedule adjustments; menu of options

EXPERIENCE DESIGN PRINCIPLES

1. Maximize the Fun
2. Hero the Camper
3. Empower the Staff
4. Create Richer Memories

KEY EVENTS
Campers experience a summer camp like no other; dozens of different activities, each one customized, personalized, and captured like no other.

- Custom camp theme/experience
- Water & shaving cream fights
- Education and exercise
- Campfire & story-time
- My first crush!
- My home away from home

OPPORTUNITIES
Hero the camper. Empower the staff. Create a dream summer. Epic first experience. These are all design principles that will create truly differentiated experiences for guests.

- Safety & camper reports
- Save-for-later social networking
- 24/7 Home/parent engagement
- The Pali Promise - every camper a hero
- Mobile Movie
- Choose your own adventure
- Food & beverage
- Competition/Leaderboard
- Pali TV
- Grand finale
- Seamless departure
- Social media share-out

KEY EVENTS
During the remember phase, campers are looking for artifacts of their experience and looking to re-engage or reconnect with friends and memories.

OPPORTUNITIES
Enable re-engagement with friends and memories, and make rebooking and sharing an incentivized and seamless experience. Enable social-media tie-ins using personal content, e.g. "Here's my trip to Camp Pali – and here's a photo of me jet-skiing/zip-lining/enjoying the best summer ever.

- Social media tie-in
- Memory maker
- Print/Purchase images
- Re-Booking/Feedback Loop

Phases of the Journey

Plan | Arrive | Experience | Remember... ...and return

DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7

orchestr8™

Retail Concept introduced to Gro Co. & Home Depot

https://vimeo.com/1072384385

orchestr8™