

TECHNICAL BRIEF UNIVERSAL CONNECT TECHNOLOGY

Will that be
cash, credit or
debit, Sir?

Can I use
my Loyalty
Card?

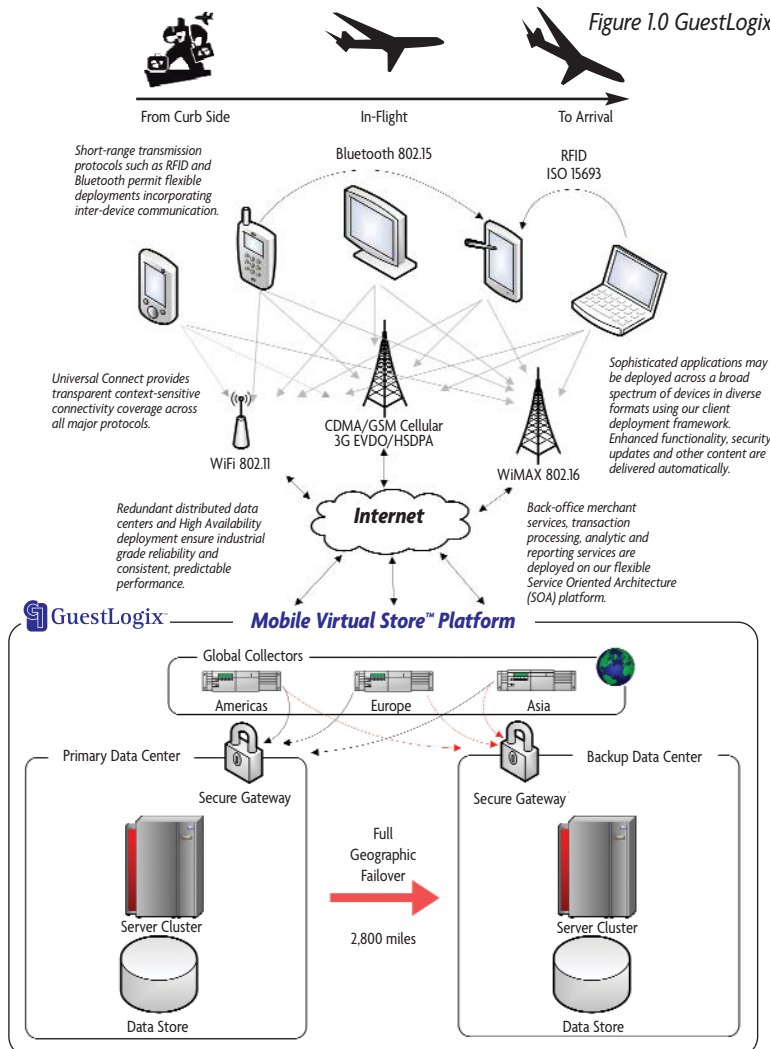
Introduction

GuestLogix Universal Connect technology provides customers with industry-leading wide-spectrum point-of-sale (POS) transaction capture and processing services of unprecedented flexibility, security and reliability. This technology brief explains how Universal Connect is designed and the potential benefits it delivers to supporting mobile ecommerce in the passenger travel industry.

Universal Connect Technology Overview

Universal Connect capitalizes both on the stabilization of core network technologies in recent years and on emerging capabilities in both the wireless broadband and commercial aviation industries. Near-ubiquitous, inexpensive wireless

Internet access via IEEE 802.11 (WiFi), EVDO, HSDPA and UMTS (3G cellular), and ultimately IEEE 802.16 (WiMAX) provide the connectivity "mesh" which finally make advanced, transparently reliable systems such as GuestLogix' approach feasible. These terrestrial networking modes will soon be complemented by on-board internet access for passengers provided by new technologies such as the satellite-based, 30 megabit per second service offered by Row 44 and others. Integration points at the passenger seat level are managed by the GuestLogix framework's robust support for personal area network (PAN) protocols such as 802.15 (Bluetooth), and through contactless payment standards such as ISO 15693 (RFID). Advances in connectivity in the rail and marine passenger industries further extend the convenience of connectivity to the traveling consumer.



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Payment Gateway and Security Integration

GuestLogix Universal Connect was designed to seamlessly embrace this global mesh on land, at sea and in the air. Building upon this 21st century wireless technology, GuestLogix further embraces state-of-the-art data security standards which fully comply with Payment Card Industry Data Security Standard (DSS), PCI PIN Entry Device (PED) Security Requirements and the Payment Application Data Security Standard (PA-DSS). GuestLogix offers a fully extensible deployment model which is capable of supporting everything from straightforward “out-of-the-box” deployments to intricate integration with the customer’s virtual private networks, firewalls, custom security protocols and other proprietary infrastructure.

Web Services Infrastructure for “Payments Anywhere”

Consumer-facing POS options include not only the highly successful GuestLogix *OnBoard PowerSeller™* handheld unit, but also a range of options including integration with seatback video display units, kiosks, and http delivery channels including mobile phones, Blackberry™ devices, as well as integration with customer web sites. GuestLogix Universal Connect applications which leverage the consumer’s own cellular telephone are ready and awaiting the rollout of on-board cellular service by the major carriers over the next few years. The GuestLogix Service Oriented Architecture (SOA) leverages mature, stable web service protocols such as SOAP for core deployment and also offers newer standards such as Representational State Transfer (REST) for customers seeking a simplified, lower-cost implementation strategy. A variety of additional protocols-from traditional SMTP to RSS and messenger integration-flesh out the customer’s ability to improve the consumer experience and streamline transaction processing.

Back-Office Integration to Meet Enterprise Requirements

The GuestLogix SOA provides a coarse-grained, internet-oriented SOAP API designed to handle the majority of back-office integration scenarios. Access to a lower-level, fine-grained Domain API is available for customers with complex or unorthodox requirements. Full code-level security is implemented throughout the platform, and each customer implementation is fully isolated (with optional hardware-level isolation available).

Reliability and Performance on a Global Footprint

The Universal Connect back-end platform provides “industrial strength” transaction processing services in both batch and real-time modes. A full range of enterprise services including extraction, reporting, analytic and transformation are implemented across our application server suite. Robust customization options for our customers are afforded through our use of a Dependency Injection (DI) based framework. Geographically dispersed, redundant high-availability server clusters enable Universal Connect to exceed industry standards for availability, performance and scalability. Security, vulnerability and compliance audits are performed regularly by external Qualified Security Assessors (QSA). Implementations may be hosted on the GuestLogix world class hosting platform, or optionally deployed on the customer’s infrastructure.

Conclusion

A fully-realized, point-of-sale oriented, standards-based platform embracing multiple wireless protocols and offering a wide range of secure deployment options would simply not be possible even five years ago. The maturation of numerous technological strands together with the dawn of ubiquitous connectivity will usher in a revolution in retail sales transaction management and merchandising. GuestLogix Universal Connect technology provides the seamlessly powerful platform customers need to partake of these challenging new business models.

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