

Palace Entertainment Finds National POS Solution

March 2012 – When it comes to quality family entertainment, [Palace Entertainment](#) of Newport Beach, California holds the key just about any water park, theme park, and family entertainment center (and also operates nature parks and world-class amusement parks) that come to mind in California, Texas, Northeast, and Southwest United States. Palace Entertainment is a ‘multi-platform’ entertainment company with amusement park, retail, restaurant, and concert operations at 38 locations in 11 states and is the largest operator of water parks and family entertainment centers in the nation. A public company until 2008, Palace was purchased and taken private by a European private equity consortium. In conjunction with its European sister entities, the combined group is one of the top five operators of leisure and entertainment parks in the world.

Palace had an issue with their run down POS equipment, so Seth Berger, the National POS Manager of Amusement Parks Division at Palace Entertainment sought out the hardware solution that so many others do, [Pioneer POS](#). “We had old tired Partech’s and needed a solution that would fit the bill for major installations across multiple locations across the U.S.”. Seth said that “the Pioneer solution was cost effective and came with a three year warranty, as opposed to most things on the market that only give 1 or 2 year warranties”. Palace found an ideal solution in a point of sale bundle comprising the [Pioneer POS Stealth-M5](#) and the [15” S-Line](#) point of sale terminals integrated with [Gateway Ticketing Systems Galaxy Ticketing](#) POS software.

[Gateway Ticketing Systems](#) is the ‘world leader in high-speed, access control, admission control, and ticketing software for the attraction, amusement, and intercity bus transportation industries’. Located in Boyertown, Pennsylvania, Gateway Ticketing Systems provides sales, service, and support for point of sale and ticketing systems throughout North America and worldwide. When installed on the Pioneer POS [M5](#) and [S-Line](#) terminals, Seth said the performance “Exceeded expectation and improved efficiency due to lack of down time and the speed of processing”. Seth went on to say, “We upgraded Partech’s to a faster more robust solution improving both productivity due to the fact they are built well with little to no breakdowns, therefore driving up profitability because the register is always open”.

Powered by Intel’s Atom, up to Core 2 Duo processor, the [S-Line point of sale terminal](#) is an innovative All-in-one touch computer featuring a bright 15” displays and built-in EPSON® receipt printer. The receipt printer component prints at 23 lines per second enabling rapid customer throughput, while an auto-cutter reduces paper jams. A tool-free “slider” design enables printers to be swapped out and replaced in a few minutes. Seth said that the Palace Entertainment installation involved “approximately 300 unit’s without printer options, and 150 more with the built-in printer option” adding that “The training went very smoothly since the employees were already familiar with the technology”.

Palace Entertainment was able to go live immediately since Seth had prior experience with Pioneer as well as having already provided an image built on Pioneer technology. When the order was placed, Pioneer POS imaged all the new units to his specifications. Seth added that the “Pioneer POS terminals are built very solid and they perform very reliably and the return on investment will be at least 15%-20% because the units are less likely to have issues”.

Galaxy Point of Sale users are able to control the database design of their system including ticket and item configuration, the visual design of tickets, menu design, and point of sale functions. By using Gateway Ticketing Systems with the Galaxy Ticketing Galaxy POS software, you can sell admission tickets, apply discounts, and collect demographic and revenue data. These features combined with powerful reporting capabilities and cutting edge security makes Galaxy Ticketing POS the leader in the ticketing point of sale industry.

When all was said and done Seth concluded, “From the time the order was placed, within 2 weeks the terminals were up and running. The 3 year warranty and the great customer service in regards to part availability and email communication with the combination of the [Pioneer POS Stealth S-Line terminals](#) and [Galaxy POS software](#) it has been a very solid investment”.

About Pioneer POS

[Pioneer POS Inc.](#) designs and manufactures a complete line of industry specific all in one computers, touch screen monitors, and kiosks. Founded in 1994 and based in California, Pioneer POS manufactures its solutions from start to finish in the USA which are deployed in Healthcare, Retail, Hospitality, and Gaming applications. Pioneer POS has built an exceptional reputation with its customers and reseller partners for superior flexibility and responsiveness to customer needs including short lead times, long product life cycles (minimum of 5 years), easy customization, and quick turn around. Pioneer POS sells through qualified technology resellers throughout the US and globally.

About Gateway Ticketing Systems

[Gateway Ticketing Systems](#) Point of Sale responds to your growing needs for multiple sales channels, flexible and efficient guest services, and centralized management and security in a single system. The premier member of the Galaxy product family consolidates your ticketing, food, and retail sales through an easy-to-use point of sale interface. In a competitive market, it takes hard work and attentiveness to keep customers for any length of time. We are an industry resource for our customers, who can come back to us whenever they have a need.

For more information please visit www.gatewayticketing.com.