



The Next Generation of Suite Management

Highlights

- **Fractional Suites**
dramatically expand the number of possible prospects and increase revenue
- **Graphical Floor Diagrams**
enable stadium personnel to rapidly create stadium rentals
- **Web Based Tool** allows suite owners to order extra tickets, track guest confirmations, order food and souvenirs, and see upcoming events
- **Point and Click Technology**
empowers event managers to easily organize and schedule events
- **In-Depth Reports** allow up to the minute insights into event attendance, suite status, and revenue projections

“In challenging economic times stadiums need to find better ways to win new suite holders and keep the ones they have happy. It is all about Return on Investment (ROI). Luxium™ provides the tools to achieve that.”

The Solution to Suite Management Revenue Challenges

Luxium™ is a software solution designed specifically for stadiums and teams who want to **maximize revenues from their Luxury Suites** and enhance relationships with their most valuable customers. Luxium™ is a software solution that is built on a combination of powerful modules connected to one, central database, promoting a high degree of client-stadium, cross-departmental interaction, and knowledge sharing.

Win New Customers with More Flexibility

Are you leasing half suites? How about quarters? How about sixths or eighths? Currently about 6,000 customers lease most of the 18,000 suites in North America. But there are 25 million businesses and 2.7 million high net worth individuals in America. Being more aggressive on fractions suites is one way to get to this unaddressed market. If they can't afford \$150k for a “full suite” maybe they can afford \$35k for a “sixth” – better for them – more profit for you. **Luxium™ simply automates the management of fractional suites**, which otherwise would be too complex to maintain in a spreadsheet.

Increase Renewals

Luxium™ has reporting tools that **allow Suite Holders to see the Return on Investment (RoI)** that they are getting from their suites, providing them with the ability to manage their events and invitations online from the comfort of their own office – addressing a common complaint of Suite Administrators. Improved reporting to allow Suite Holders to better quantify the benefits that they are obtaining from their investment.

Optimize Rentals

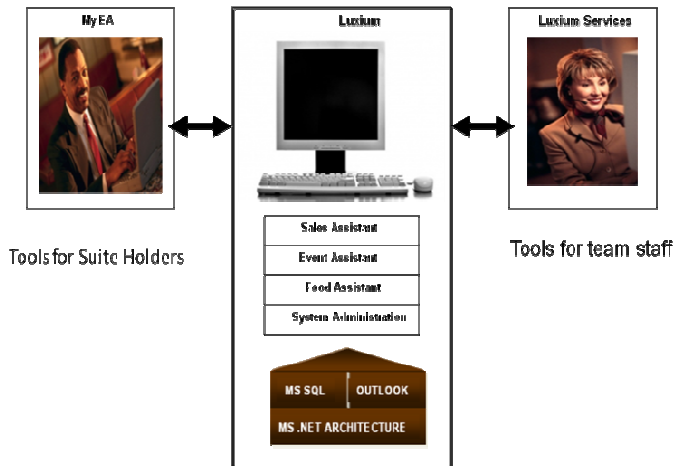
Luxium™ gives account executives an instant view of which suites are available for any game or event, and enables them to **create rental agreements in less than 60 seconds and send them to the client electronically**. The ability to visually check suite status, create rental agreements and email them to clients, all in real-time, ensures maximum suite utilization.

Drive Additional Revenues

Luxium™ allows Suite Administrators to **order food and souvenirs online at the same time that they are managing tickets**, increasing revenues while making the entire experience seamless for the suite owners.

How Luxium™ Works

Luxium™ is built on industry-leading Microsoft .NET technology. As a result, it offers tight integration with day-to-day Microsoft applications (like Microsoft Excel, Word, and PowerPoint), thereby enabling easy import and export of data. Luxium™ is also designed to interact with the stadium's other applications to exchange data and maximize effectiveness of data.



At the Luxium™ front-end is an intuitive, point-and-click User Interface that builds on the Microsoft Outlook appearance helping make the transition much easier. At the back-end is the standard Microsoft SQL Server database that stores client information and transaction logs. The system relies on Microsoft's security protocol (https) to enable remote log-in and management by clients.



System Components

Sales Assistant: Better develop pricing and positioning strategies, prospect and qualify clients, and identify opportunities to up-sell stadium products and services.

Food Assistant: Create and receive electronic forms for food orders and menus.

Event Assistant: Create, announce and automatically assign events based upon specific profile information. Instant visual access to suite reservation information with a convenient graphical facility diagram.

System Administration: Configure different fields to better suit the customer's needs.

My Executive Assistant (My EA): Web-based interface allows suite holders to edit their own profiles, manage guest tickets, order food, and plan their events.

Luxium™ Leverages Existing Infrastructure

Luxium™ leverages the stadium's investment in its existing enterprise communication and collaboration infrastructure (such as MS Exchange and MS SQL) and does not require the installation of elaborate new systems.

About Luxium

Luxium is focused solely on the development of software solutions aimed at helping stadiums manage and grow their revenues and profits from luxury suites.

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