

Glory
Global
Solutions



Adding value to the entertainment industry with tailored self-service solutions

KidZania, Lisbon Portugal





ABOUT KIDZANIA LISBON

“This project represented a real challenge for us. We needed to find not only a reliable solution, but also a partner willing to get involved in our project. We have no doubt that Glory has been that partner.”

Ramon Ginebra, Managing Director
KidZania, Lisbon

KidZania is an indoor theme park designed for children up to 15 years old and their parents. It's a kid-sized replica of a real city where children play adult roles in a highly realistic environment. They can choose between more than 60 different professions which are practised in replicas of the most representative establishments of an actual city: airport, factories, theatre, shops, racetrack, fire department, press, TV studio, stadium and many more. The activities are designed to be fun and instructive.

The concept of KidZania was created in Mexico in 1996 and became a reality in 1999 with the opening of the first city of children, in a shopping centre of Santa Fe, Mexico City. Since then, and as a result of its success, the concept has been expanding around the world. In May 2009, it came to Europe with the opening of KidZania Lisbon, in the shopping centre Dolce Vita Tejo, Amadora (Portugal).

THE CHALLENGE

Today, withdrawing cash from an ATM is a natural gesture and an indispensable solution to manage cash effectively throughout the global economy.

In 1967, Glory installed the first ATM in history, at a bank branch of Barclays Bank in Enfield, North London. Today, more than forty years later, Glory is the first to install an ATM at KidZania, the city of children.

As in a real city, KidZania has an official currency; the kidZo. Life in this city starts with the opening of a bank account at the KidZania Bank. The children then exchange the 50 kidZo cheque received at the park entrance for their first kidZo banknotes. With this money they can buy products and services, like for instance going to the beauty salon or the club. Moreover, if they practise one of the 60 professions available in the city, they can earn money; learning to manage their finances. Children can also open an account at the KidZania Bank and receive a debit card.

To increase the realism in the city, the team of KidZania Lisbon decided to install an ATM. Félix Fernandes, Information Systems Manager of KidZania Lisbon, led this project.

According to Ramon Ginebra, current Managing Director of KidZania Lisbon and responsible for the international expansion of the company in Portugal and Spain: “We could not conceive the park without the presence of an ATM. It represents a key element in the life’s journey at KidZania.”

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THE SOLUTION

Glory's availability and expert collaboration have been key to KidZania's choice of partner.

Installing an ATM at KidZania represented a major challenge: to find, for the purchase of a single unit, a partner capable of providing equipment adapted to the specific needs of this "city", within a tight budget and a very demanding delivery time.

"Initially, we consulted the self-service providers. Then, in an attempt to reduce costs, we requested quotes from vending machine suppliers. However, adapting the technology of the latter to our needs implied some risks and involved a higher cost. For those reasons, we returned to our original idea of collaborating with ATM manufacturers.

Glory showed interest in this project from the beginning and agreed to partner with us on this adventure, where the biggest challenge, besides having a device easy to operate for children, was integrating the ATM with the KidZania Bank system."

The Cash Star™ 9111 was the ATM chosen for this project. Versatile, easy to use and very price-competitive, this solution corresponded perfectly to KidZania's requirements. However, it was still necessary to carry out a few tests to successfully adapt it to the park reality.

"Glory has been in charge of ensuring the proper technical development of the Cash Star 9111. This involved adapting it so that it could handle the 4 kidZo banknotes (1, 5, 20 and 50 kidZos), and additionally, ensuring that it would be possible to complete transactions through the KidZania's debit card. This card is essential in the operation of the park," said Ramon Ginebra.

"Thanks to a bar code recognised by the group software, it enables us to manage each activity.

"Following advice from Glory experts, we decided to modify our card slightly and incorporate a magnetic stripe. This system reduced costs and facilitated the integration of the Cash Star 9111 in our universe."



CASH STAR 9111: A NEW COMPACT AND HIGHLY SECURE ATM

The Cash Star 9111 is a compact, freestanding ATM designed to fully automate routine banking operations.

High levels of performance and reliability deliver improved branch efficiency and increased customer satisfaction. The Cash Star 9111's compact footprint makes it ideal for lobby and retail off-premise locations where space is a premium, without compromising on features or ergonomic compliance.

The Cash Star 9111 is fully customisable depending on your customers' requirements, offering: cash dispensing, bill payments, electronic transfers, mini statements and account balance – all in a highly secure environment including anti-skimming and anti-phishing technologies to fight efficiently against ATM fraud.



Added value – Why choose the Glory Cash Star 9111?

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Glory met our requirements perfectly, not only in terms of cost, but also in support and speed of execution. This last point was particularly crucial, since the ATM is a key step in the park's activities and it was essential that everything was ready in time for the opening.

I also like the versatility of the Cash Star 9111 which, in addition to easy adaption to our technical requirements, offers opportunities to address future developments.

Currently, for example, we are contemplating the possibility of integrating systems for the visually impaired. This ATM already meets this requirement with its keyboard and speakers and we are about to test its performance during 2010 with banknotes containing Braille.”



THE BENEFITS FOR KIDZANIA

“With its large 15" LCD screen, the Cash Star 9111 offers an excellent visualisation of information and operates in an intuitive manner. The screen displays clear instructions that enable children to easily perform tasks such as withdraw money or check their balance.”

Ramon Ginebra, Managing Director
KidZania, Lisbon

Easy to use – “In addition to a versatile solution, we needed a device simple to use.”




Another challenge KidZania faced was to find a solution that was easy to use: “It was vital that children could use the ATM without help, as it would form part of their autonomy as adults at KidZania.

With its large 15" LCD screen, the Cash Star 9111 offers an excellent visualisation of information and operates in an intuitive manner. The screen displays clear instructions that enable children to easily perform tasks such as withdraw money or check their balance.”





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