

Movie Gold Card System

Overview FY 2001



Why Smart Cards



System Overview



Card Architecture



Why CardLogix Smart Cards

Why Smart Cards

OVERALL BENEFITS

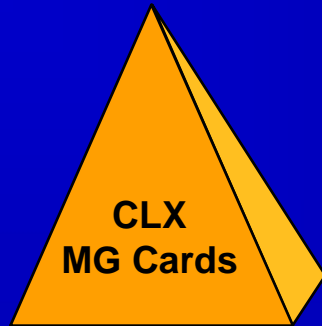
- Significant product differentiation
- Higher security
- Improves records/transaction accuracy
- More storage capacity
- Quicker accesses to data (off-line transaction)
- Can be more cost effective overall

USER / ISSUER BENEFITS

- Convenience
- Quicker transaction time
- Fraud reduction
- Multi-use capability
- On card loyalty Information
- Float and Breakage

The Movie Gold Card System
Is a Set of
Hardware and Software Components
That Work Seamlessly Together
to Create a Transaction Platform
for Loyalty and Stored Value

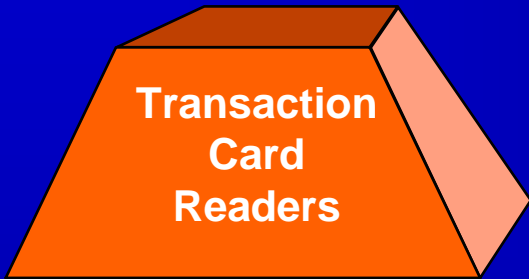
Movie Gold Cards



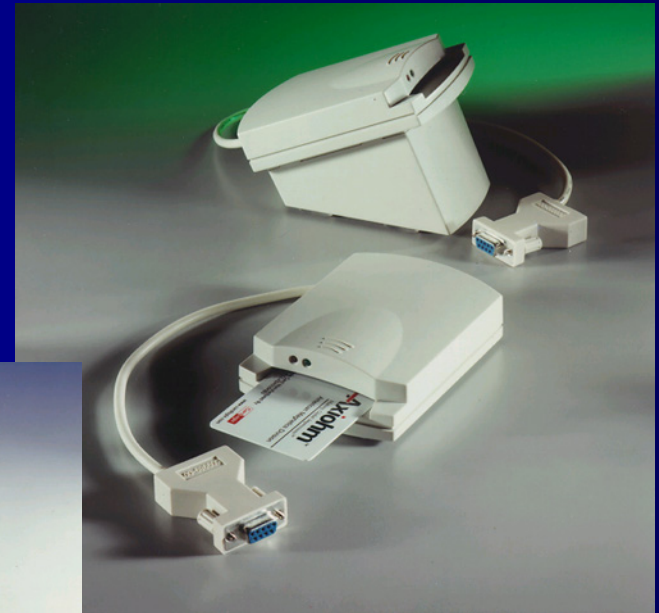
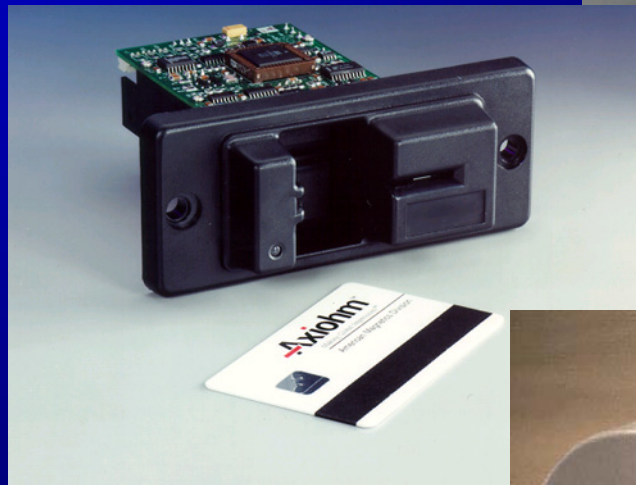
We Can Deliver to
You or to Your
Customers
Cards Printed
With Almost Any
Design
Imaginable



Movie Gold Card Reader/Writers



We Will Deliver to You or to Your POS Supplier Readers/Writers that are specifically designed for your system.

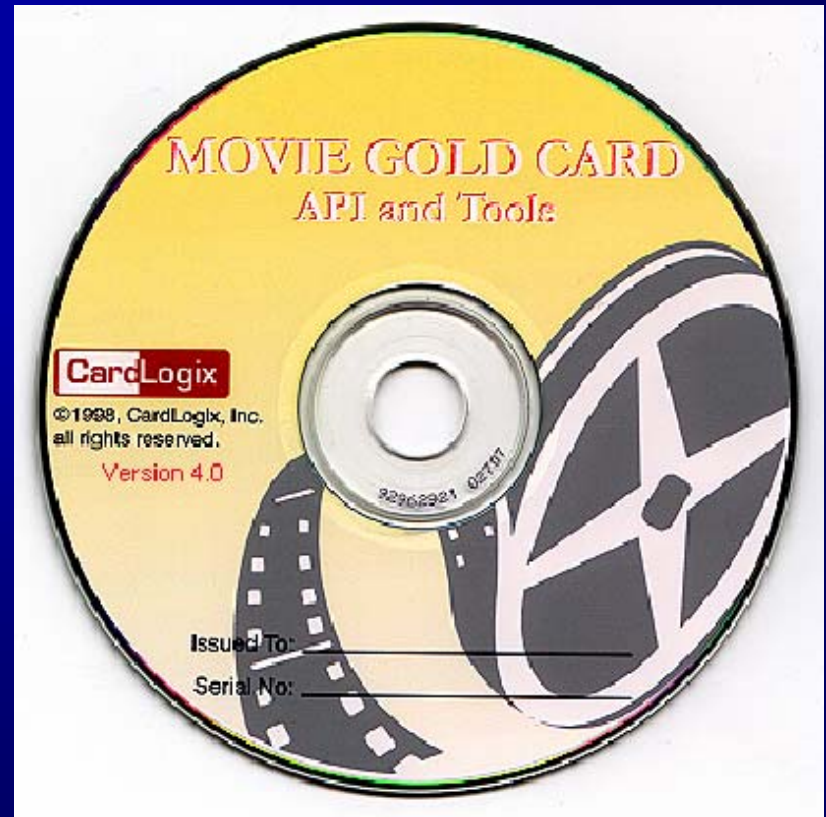


Movie Gold Card API

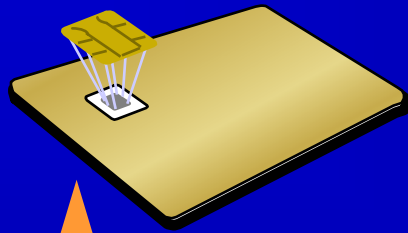
Application Program Interfaces



We license you
free of charge the
use of the Movie
Gold Card
Software for you
to sub license to
Your POS
Supplier



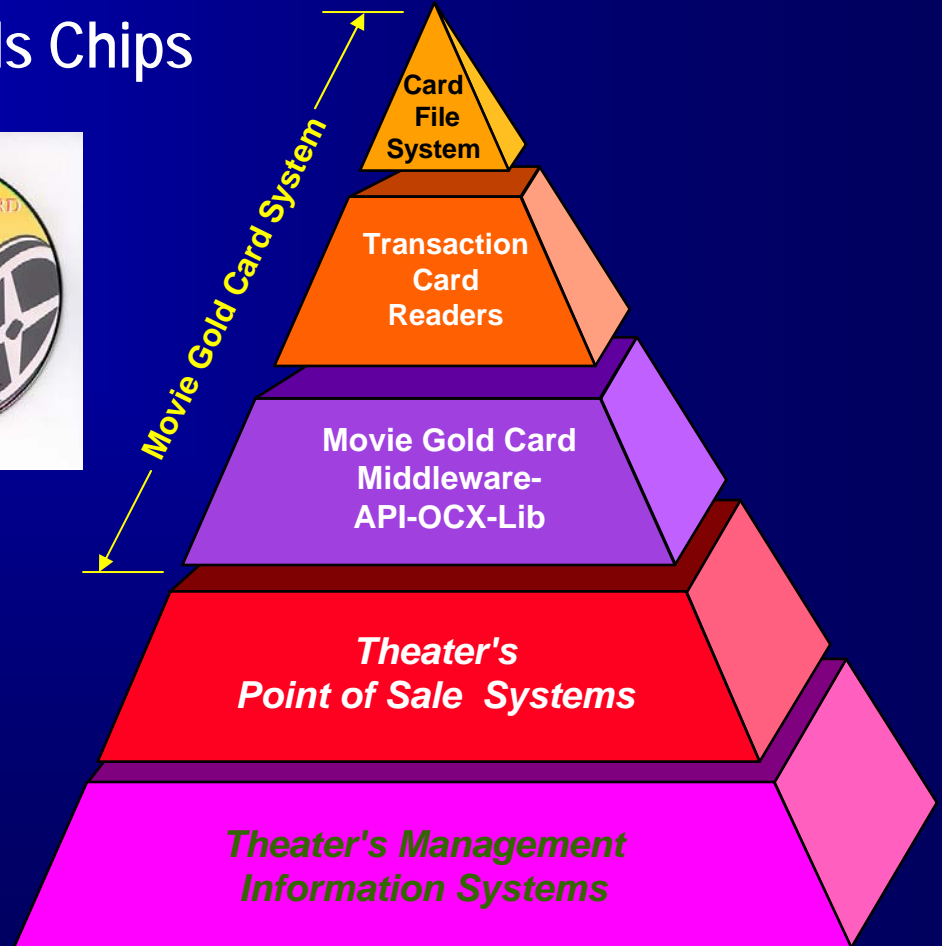
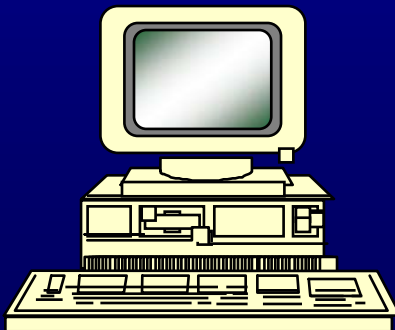
A Basic System



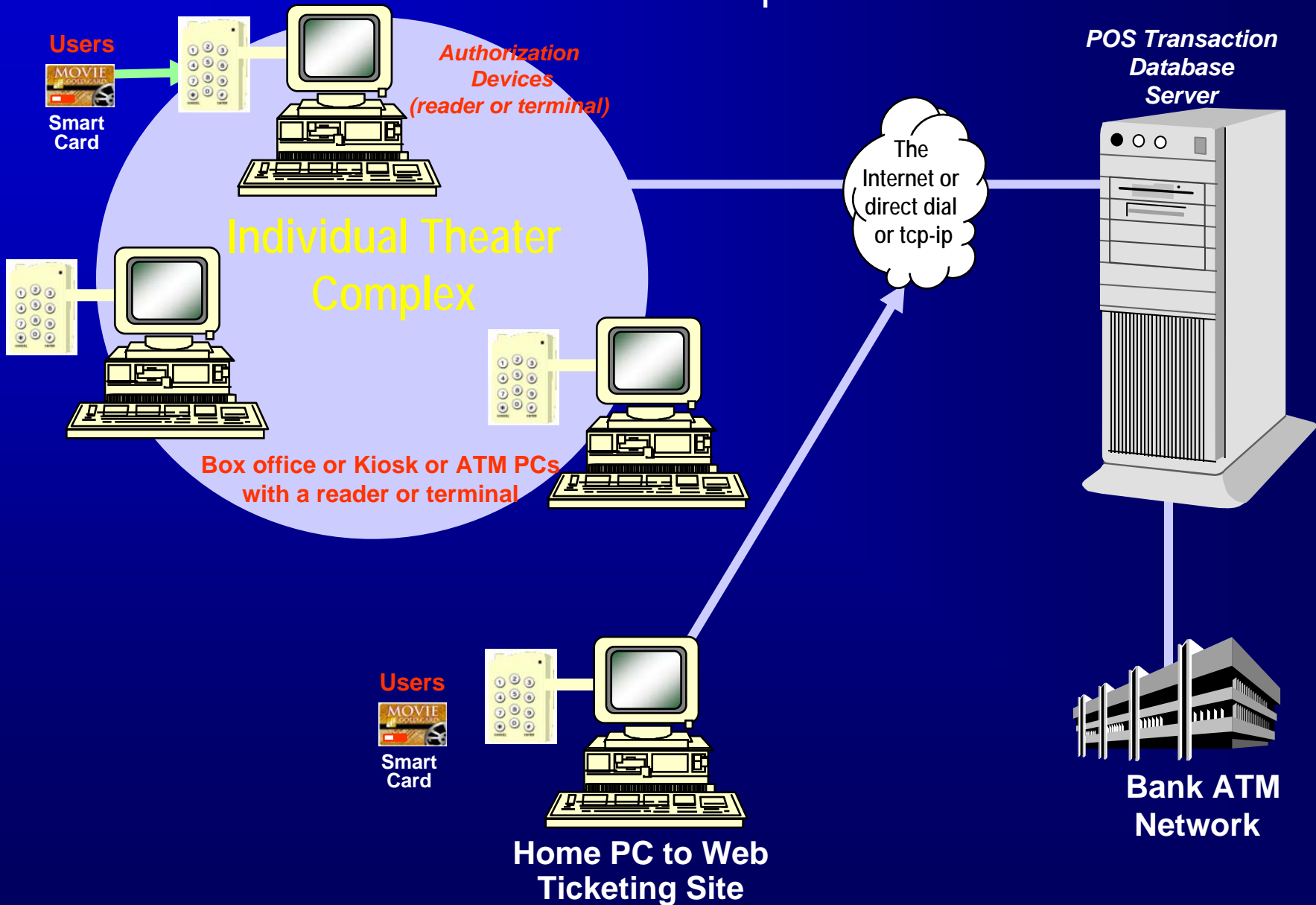
CardLogix
Specially Formatted
Smart Cards Chips



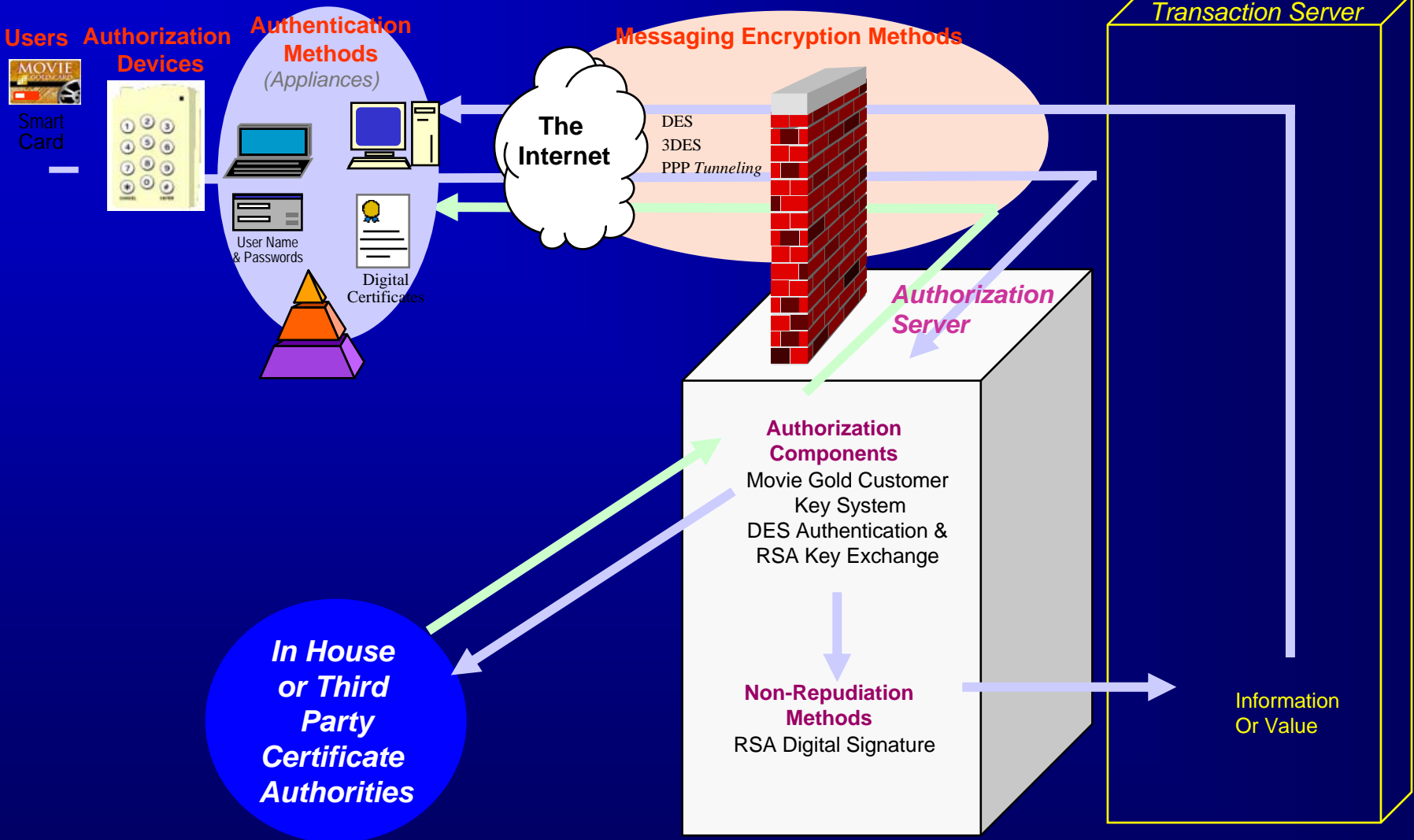
*Movie Gold
Application
Program
Interfaces*



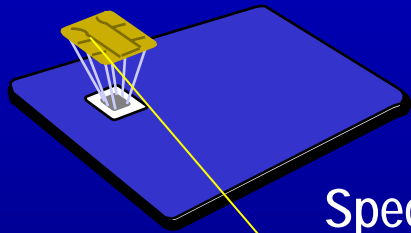
Movie Gold Card System Architecture Components



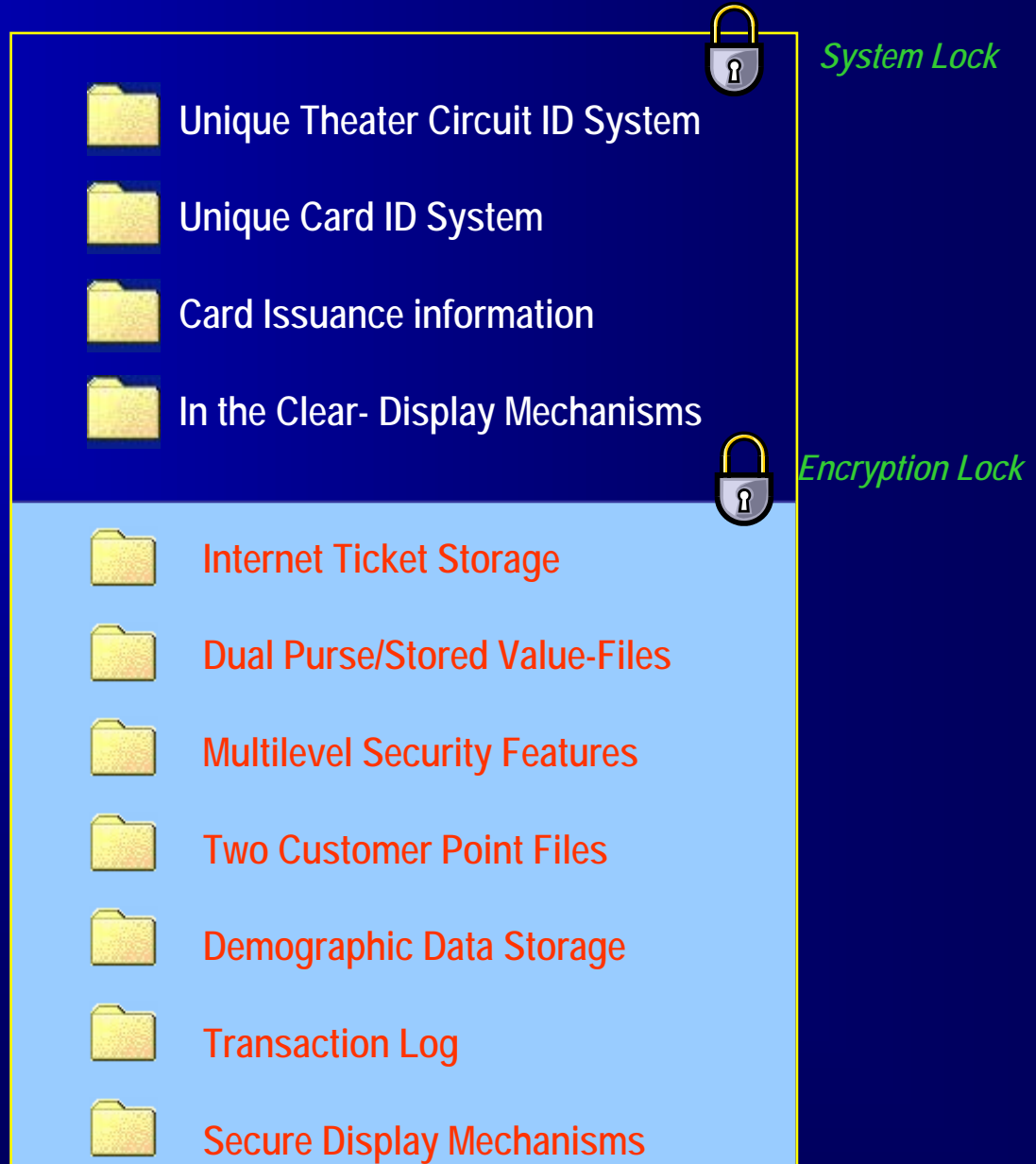
Secure Sign-on Options Architecture Components



Movie Gold Card Architecture



CardLogix
Specially Formatted
Smart Cards Chips



Security by Design Features



No ID #'s printed on the cards



No source of semiconductor indicated- not indicated by Snooping



All Cards have a read and write system passwords



Individual Triple DES Encryption of value and data per card



Bad card number file is executed through POS



100% guarantee of no Duplicate #'s ever being produced



All Software is tracked and managed with secure methodologies

Why The CardLogix System



The System adds another revenue stream to operations



Builds a bridge to customers



Deliberate Focus On Enabling the Theater Owners Existing and future Systems



Complete Cross Platform Interoperability



Highest Security Available



Highest Quality Available