

## eGalaxy Web Store

Sell Tickets Online with No Transaction Fees

The eGalaxy Web Store expands your sales capacity to multiple channels, including front gate box office, telephone sales centers and online sales. Seamlessly integrated and customizable, eGalaxy Web Store works together with Galaxy Revenue Management, Admission Control, and Order Entry to provide complete online sales from ordering to fulfillment.



- **Increase Revenue with an Online Sales Channel — without Paying Transaction Fees**

Add a lucrative sales channel to your business by offering online ticketing to your guests. Maximize your profits by eliminating third party transaction fees.

- **Interface to Galaxy Order Entry**

Manage and fulfill online orders in Galaxy Order Entry. eGalaxy connects to Galaxy Order Entry using HTTP SSL and XML technologies for easy firewall configuration and secured transactions.

- **Provide Guests with Real - time Event Purchasing and Pass Renewal**

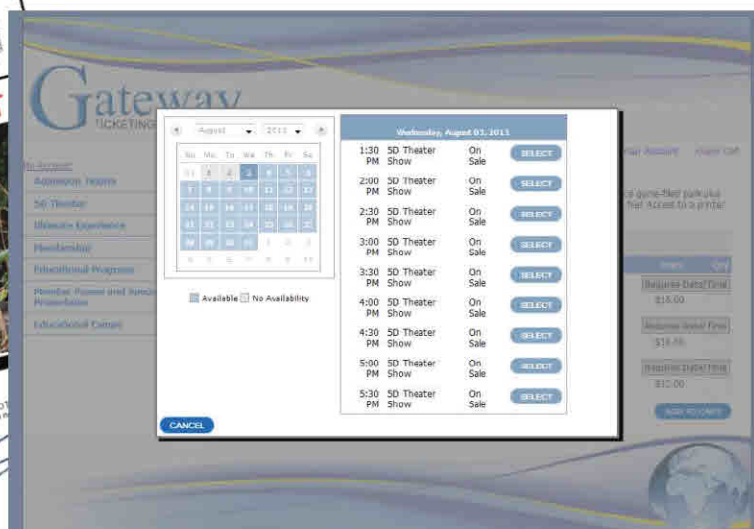
eGalaxy connects directly to Galaxy Resource Managed events for real capacity-managed sales. Guests can easily renew their memberships or update contact information using the powerful combination of eGalaxy and Galaxy Photo Pass.

- **Offer the Convenience of PrintAtHome Tickets**

Once guests have purchased their tickets online, they can choose from multiple delivery methods, including PrintAtHome. Tickets can be immediately emailed to them as a PDF, and printed out on a home or office computer. No more waiting in line at admission.

- **Full Color Product Graphics and Descriptions**

Display your retail items effectively with graphic images. Associate a larger picture and additional information with each item to encourage the customer purchasing decision.



### Easy -to-use Web Interface

- Associate tickets and items with a product image and additional descriptive details.
- User-defined categories simplify shopping
- Guided checkout process with billing and shipping forms automatically populates for repeat customers
- Print tickets on home printers
- Integrated promotional offers for marketing partners

### Resource Managed Ticketing

- Advance purchase of timed capacity events
- Access available events in calendar view
- Immediately see available capacity for any event

### Web Store Management is Secure and Centralized

- eGalaxy Web Store connects to eGalaxy Server with a secure Internet connection
- Secure Socket Layers and TCP/IP address matching
- Galaxy Manager's Workstation provides a centralized point of management for Web publishing

### Pass Holder Features

- Renew a pass
- Update pass contact information
- Purchase a pass

### Customized Brand Matching

- Graphics and design fit your existing Web site
- Support full-color images of all products
- Customizable confirmation e-mails
- Fully customizable PrintAtHome tickets delivered as PDFs

### Web Publishing Integrated with Back Office Management Tools

- Define ticket and item categories
- Publish tickets and items set up through Galaxy Point of Sale
- Control delivery methods per product
- Set Galaxy Point of Sale tax rules

### No Third Party Charges Imposed

- No service fees or per ticket charges
- Order fulfillment and revenue statistics are available from integrated reports

### Industry Standard Platforms

- Microsoft SQL Server database allows for the production of customized reports
- Microsoft .Net™ Framework
- Extensive number of third party tools can edit, archive, and replicate data

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