# PDC “Makes a Splash” with new Smart Wristbands and Kiosk System for Cashless Payments at Water Park Resorts

On May 28, PDC-a Brady Business announced the installation of its [Smart Band® RFID Wristband and Kiosk System](http://www.pdcsolutions.com/en-us/rfid-wristbands.html) at Cedar Fair's Dorney Park & Wildwater Kingdom in Allentown, Pennsylvania. The new service, titled “FastPay,” enables guests to load funds onto PDC’s patented Smart Band® wristbands to make instant cashless purchases at any of the 210 point-of-sale terminals throughout both parks.

Featuring touchscreens by EuroTouch and custom software by KioWare,the RFID kiosks can be programmed to perform a wide variety of functions including: self-service ticketing, fast-pay upgrades, cashless POS, locker and tube rentals, keyless hotel room entry, social media integration, electronic access control, photo management systems and customer loyalty programs. In addition to loading funds to their wristbands, guests can conveniently check their account balances and reload money as needed.

 “This program is all about convenience for our guests,” said Jason McClure, vice president and general manager of Dorney Park. “By partnering with PDC to offer this new payment option, guests can carry their money digitally on their wristband and enjoy a day at Dorney Park & Wildwater Kingdom wallet free. We want our guests to have the best day of their summer here, and FastPay is another program to help accomplish this goal.” Smart Band’s® customized printing options also the park to promote its company on the band to boost brand awareness. To learn more about the FastPay program at Dorney Park, visit <https://www.dorneypark.com/what-s-new/fast-pay>.

In addition to Dorney Park & Wildwater Kingdom, PDC has had great success implementing the system at other national amusement parks, including, HERSHEY Park in Hershey, PA; Hyland Hills Water World in Denver, CO; Great Wolf Resorts, Inc located through the U.S.; and Coachella Music Festival in Indio, CA. “We’ve had raving customers that have bought this system because it’s an innovative and a simple way to meet the needs of their patrons,” reported Robin Barber, vice president of leisure and entertainment for PDC. PDC anticipates that more and more amusement parks will implement the system to provide superior customer experiences.

Acquired by Brady in December of 2012, Precision Dynamics Corporation (PDC) connects people, products and technology through innovative ID solutions including RFID Wristbands which play a key role in creating well-managed and successful events.

To read more Media Coverage about FastPay & Dorney Park visit:

* <http://www.prweb.com/releases/2013/5/prweb10769317.htm>
* <http://www.wfmz.com/news/news-regional-lehighvalley/go-walletfree-with-cashloaded-wristbands-at-dorney-park/-/132502/20325500/-/slbq4hz/-/index.html>
* <http://news.silobreaker.com/dorney-park--wildwater-kingdom-install-pdc-smart-band-rfid-wristband-and-kiosk-system-for-cashless-payments-5_2266850278886080530>
* <http://www.selfserviceworld.com/article/213787/RFID-wristbands-keep-cash-out-of-the-water>