

PRESS RELEASE

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Connect&GO acquires two companies specialized in photo-video and expands its offering for attractions

August 18, 2021 - Montreal, Quebec – Connect&GO is proud to announce the acquisition of Nomad Logic, an experiential technology studio founded in 2000, and 3DB Solution, one of the longest operating companies in the leisure and amusement industry.

NOMAD LOGIC : Over 20 years in creating shareable content.

Founded in 2000, Nomad Logic is an experiential technology studio that specializes in creating unforgettable and shareable connected experiences using advanced photography, video, and augmented reality. Recognized as an industry leader, Nomad logic has deployed large-scale projects around the world. Included are Norwegian Cruise Lines, Vans, Capital One, Lincoln Park Zoo, Mercedes Benz, Chevrolet à la Ronde, Nintendo, and Facebook.



**JEAN-SÉBASTIEN
LESSARD**

President & Founder, Nomad Logic

“I’m very enthusiastic to join the Connect&GO team, who are global leaders in technology for the leisure, sports, and entertainment industry. The synergies generated by the combination of our teams, our innovative technologies as well as our expertise in creating shareable experiences will enable us to become global leaders in the creation of memories very quickly,” shares Jean-Sébastien Lessard, President and Founder of Nomad Logic, and now Partner, Vice President of Experiential Solutions at Connect&GO.

3DB SOLUTION : Millions of memories made.

Founded in 2001 by Daniel Bleau, 3DB Solution was among the first players in the world in the amusement park photo industry. The company is behind the “Ride Photo System” specially designed for high-speed rides. The capture technology uses GigE digital cameras which allows this next-generation system to achieve what was previously unattainable image quality and delivery speed. 3DB Solution’s system has been deployed in dozens of major amusement parks generating millions of unforgettable memories for visitors over the years.

“After over 20 years in the entertainment industry, I wanted to hand over my business operations to a company with the same focus on customer experience and support – the key principals of success I’ve seen over the years. With Connect&GO, it’s mission accomplished!” says Daniel Bleau, President of 3DB Solution and now Partner at Connect&GO.



DANIEL BLEAU

President, 3DB Solution

“KAPTURE memory maker” : a unique solution on the market

The two companies form what is now Kapture: memory maker. This solution will be an integral part of the Play&GO experiential engine that enables amusement park operators to easily create unforgettable experiences and increase customer engagement and loyalty, in addition to increasing revenue.



MARC-ANDRÉ DUBÉ

*Technical director
Product Management*

“For the owner of an amusement park, the potential revenue of such a service is very important. The majority of systems today only allow for the purchase of a single printed photo after the attraction. With Kapture and our virtual wallet platform, visitors can purchase the souvenirs at the time they purchase their tickets, at on-site kiosks, and even after their visit,” says Marc-André Dubé, Connect&GO’s Product Manager.

The platform also offers an array of souvenir formats and digital content that facilitates sharing on major platforms, like Facebook, Instagram, Snapchat, and TikTok, or automated printing of souvenir photos on-site.

“We are very proud to see the Nomad Logic and 3DB Solution teams join the Connect&GO family. In addition to adding a powerful technological offering to our system, it allows us to add unmatched expertise to our ranks,” says Dominic Gagnon, President of Connect&GO. In the coming year, the company plans to deploy the Kapture: Memory Maker platform in dozens of parks around the world and to invest significant amounts in research and development in the industry.



DOMINIC GAGNON

*Co-founder & CEO,
Connect&GO*

About Connect&GO

Connect&GO is a global leader in RFID technology offering a unique combination of smart wearable technology and intuitive operating management systems for the leisure, sports and entertainment industries. Our all-in-one platform powers Omni-channel ticketing, waivers, access control, point of sale, cashless payments, gamification, experiential activations and activities, creating a seamless end-to-end guest experience that generates secondary revenues, increases spend-per-head and maximizes engagement. We've partnered with major amusement and water parks, brands and agencies, festivals and sporting events around the world to integrate our easy-to-use wearable technology into the incredible experiences they offer. We also provide modular operations software that help our clients achieve optimal visibility and efficiency in their businesses. We make it simple for guests to ENTER, PAY and PLAY!

For more information on Connect&GO, visit

www.connectngo.com



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