

Scope of Services

This document outlines our Products and Services. UrVenue's services are unique in many ways:

- We don't require a contract. You may cancel our services at any time.
- There are no upfront costs except for our Gold Package and our Enhanced Products.
- There is no additional cost per user (or seat) or workstation.

Data Security

The protection of our customers' data is our top priority. Our Customer owns their data; UrVenue simply stores your data on its servers in the United States and makes it available to you through its interface. UrVenue is based on Internet Technologies with security as a primary concern regarding your data and other confidential information. We use many tools to ensure that this information is only available to or accessible by users approved by your administrator.

These tools include:

1. Access Groups

You can define access groups that control what can be seen and modified. Every user is associated with an access group that constrains their access.

2. IP restriction

The Silver and Gold Level Packages allow you to restrict access groups with IP. This means you can specify; for example, that your administrator can only sign-on from a specific physical location.

3. Exporting Data

Although you can run reports, there is no means to download the data from our server. Even if a user gets the username and password of an administrator with full access, the data itself cannot be downloaded. To get a targeted email list out of server, you need to request it through the interface, and it will then be emailed to the administrator's email address on file.

4. Access Logs

We based our security on HIPAA and CCHIT specifications, developed for Health Information Privacy. Following their guidelines, every page that is visited by a user is recorded; every modification to data is recorded and we keep a copy of the record prior to modification. Nothing ever gets erased from our databases and everything is tracked. In addition, when a user logs in, we keep track of where he logs in from and what browsers he uses. Also, you cannot be logged in twice at the same time with the same account. If another party attempts to login using your password, you will be logged off and informed of it. You can then use our logs to identify the responsible party and reverse any changes that were made. It also can be used as a tool to be sure your staff actually does what they claim. No more, "I entered this reservation last night" when they did it 5 seconds ago after they were questioned why the reservation was missing.

5. Redundancy

Our production servers are located in a dedicated locked cage, in a secure building with 24 hour security and magnetic key access, owned by XO communications in Henderson, NV. A fallback server, located in a facility owned by ServerPoint in Las Vegas, NV, holds a copy of the database a few minutes behind. In the case the XO location goes dark, you can still access your data through our fallback servers. In case your internet connection goes down, we can fax you your reservations for the day.

6. Backups

We keep full back-up images of the past 10 days, and one backup for every Monday prior to that. Backups are stored in three separate locations across the United States so even if Las Vegas disappears your data will still be safe with UrVenue.

7. On Site Server

If you want added security, we advise you order our "On Site Server" enhanced product. The server with your data will be at your location and your network administrator can use any means to control access to the interface. It will communicate with other UrVenue servers through encrypted connections for backups and to receive internet submitted reservations that you authorize.

Bronze Package Standard Features

Basic Features (Free System)

- Enter new reservations into the system (current and future dates)
- View Reservation Calendar
- Add guests to a Wait List
- Force reservations for closed or blocked dates
- Block days to eliminate additional reservations
- Online access – access UrVenue from remote locations
- Time Layout – create unique seating times for each reservation type
- Time based reservations – create multiple seating times
- Print Guest List – hard copy of the days reservations by time
- Special Event Management – enter Special Events
- Ticketing on for UrVenue API Strategic Partners (available November 1, 2009) automatically is entered in your reservations on UrVenue.

Silver Package Features

✚ Includes all of the Bronze features, PLUS:

- Customer Relationship Management (CRM) Features
 - Guest History – this feature gives access to all reservations in the past and all past transactions for a specific customer.
 - Customer Statistics & Reporting – track what customers spent, what kind of table, dates and other information.
 - Mobile Storm API – create and blast email campaigns from customer database (requires contract with Mobile Storm).
 - Create Mailing Lists – create mailing lists based on any field in the contact database (i.e., all customers who visited in the month of March 2009).
 - Customer Spending – access to customers spending history (i.e., when they were at your venue, what they bought, where they sat....).

Gold Package Features

Includes all the Features of the Silver Package, PLUS:

✚ Enhanced Seating Features

- Print Guest Seating – prints guest list with pre-assigned seating.
- Print Table List – prints tables by section with pre-assigned seating for all seating times.
- Seating Management – assign guests to specific tables, move guests and release the table when guest leaves. Keep track of your tables alongside your reservations, see what tables are currently available and block specific tables.
- Capacity calculator – automatically (based on your constraints entered) determines when reservations should be closed (can be specific to a time range).

✚ Content Management System (CMS) Features

The CMS System allows you to manage your website content and content for websites such as Nightclubs.com

- Websites (you must sign up for their service) that have a API link to UrVenue (i.e., Nightclubs.com) can be automatically updated with content such as:
 - Special Events
 - Photo Galleries
 - Press Releases
 - Togs
 - General Information
 - Lead Generators (Form)
- You website can obtain the following content from the UrVenue CMS System
 - Photo Galleries (with collection of email addresses)
 - Lead Generators (Form)
 - Reservations (added to the reservation calendar)
 - Togs
 - Press Releases
 - Event List

Administration and Multi-User Features

- Unlimited Users – no restriction on the number of employees logged onto the system at one time. This allows for multiple stations with access to Reservations, Tables....
- Host Statistics – track how many reservations were made by your employees (by department) and from the Web. Also track reservations from outside brokers and connected clients.
- Access Groups – control what your employees have access to. Increases security and protects your data from unauthorized eyes. This is controlled by the system administrator.
- Group Limits – set limits on how many reservations can be made by access groups and specific employees.

- ✚ Mobile Phone Access – your employees can sign on through their phone’s web interface and access the system to make a reservation.
- ✚ Custom Reservation Types – this allows you to add reservation types which are not standard in the system, examples include:
 - Breakfast
 - Brunch
 - Pool party
 - Private Parties
 - Any other reservation type
- ✚ Custom Fields – Add additional fields to your database. For example big tipper, difficult customer, seating preference or other data...it is up to you!
- ✚ Restricted IP Address – restrict employees to a specific IP address range (i.e., your venues network).
- ✚ User Limits – Set how many reservations an employee can add.
- ✚ External Clients – allow access to your system to other UrVenue Clients to allow them to enter reservations (subject to access group restrictions).
- ✚ Our Interactive Seating Map was created to meet the needs of several of our clients. The resulting map is a graphical image of your Venue with all of your tables. The map is available on a single station only (multi-station with server). The Seating Map allows you to:
 - Move guests from the reservation system to a table
 - Easily add, move or delete tables
 - Color coded identification of table status
 - Easily identify available tables
 - Move guests to different tables easily
 - Identify tables as they become available
 - Quick and easy Check-in Guests
- ✚ POS Link

Knowing how much your customers have spent is invaluable, not only does it give you more information about your customers but it gives you more information about your promoters and hosts.

For many of our venues, customer and host management is so crucial that they have dedicated employees entering this information manually into UrVenue the next day. This is far from perfect and it involves human error.

So we developed a simple and efficient means to import the information from almost any POS into UrVenue. If your POS system has the ability to email a report at the end of night, have it email a copy to a special email address provided by UrVenue. We will write a parser for your report that will enter all the data provided into UrVenue and allow you to link the visit with the reservation and the host or promoter.

The more detailed the POS report, the more detailed the reporting. Most valuable data with each check:

- Time arrived/left
- Amount Spent
- Comp Amount
- Table Number(s)
- Items purchased

If your venue uses our seating map and your reports provide the table number and times, UrVenue will automatically match the check with the reservation.

Wait List Notification System (available in November 2009)

- UrVenue uses its reservation system Wait List function to notify guests their table is ready:
 - Guests can add their name to the Wait List online, via text or in person
 - Venue obtains cell phone number from guest for use in future marketing programs
 - When table is ready a text message is sent to the guest notifying them their table is ready
 - Eliminates separate Wait List hardware
 - The Wait List Notification System requires an account with Mobile Storm

Virtual Guest Check-in (with Server only)

- Checking in customers for venues with a large guest list is inefficient. Currently, a manual system (checking off names on a list) is the best option.
- Virtual Guest check-in will allow your staff to utilize the next generation of tablet (Apple or Android products) to instantly check-in guests.
- UrVenue has developed the software. We expect these products to be available in the next few months.

Enhanced Products

UrVenue offers enhanced products which may be of interest to based on the size of their venue and their complexity:

Local Server

If you don't want to rely on the internet, want as fast a connection as possible or want you data stored on location, the solution is a local server. For larger venues or resorts, we will install a server at your location. This server can be accessed by any computer with a browser.

We sync our web server with your local server so you are still able to take reservations online, we take care of backups so even if your local server fails you can fall back on our servers, and we will push any update automatically so you are always running the latest version.

For resorts, one server can handle hundreds of venues and tens of thousands of reservations per day. If you have several networks, you can have a server on each network that synchronizes with each server so they all hold the complete database.

Some additional features of our Server Enhance Product include:

- You purchase a server based on specifications we supply.
- We configure the server according to your network specifications; you are responsible for your network and making sure your stations are able to reach the server. We require that UrVenue have a direct “ssh” (encrypted) connection from its servers to your server at all times for backup and fallback solutions as well as pushing new code. All UrVenue servers run the same version and are all upgraded at the same time, there is usually no downtime during the upgrades.

- As an option, a second server on site is available (with mirrored data) to ensure that if the primary server is damaged, you can immediately switch to the back-up onsite server.
- If one of your servers is damaged or “goes down”, we will ship a fully configured replacement server (at your cost) to your location within 48 hours of receiving your new server.
- The Server option allows for multi-station seating maps and Virtual Guest Check-in.

Website

Making a website is easy, making a website with dynamic elements is harder, making fully dynamic websites in HTML and Flash is much harder.

We have developed an API and many modules ideal for restaurants and nightclubs for designers to incorporate into their website and we created a certification program to teach them the skills to do so.

Many venues do not have on staff designers or do not want to spend the money going to an external design agency, or just don't have the time.

Our business is not focused on website design. We offer this service to afford our customers the opportunity to have a superior website at a reasonable price. We will create a templated website for your venue in two weeks.

We first consult with you for graphical chart, a template (where do you want your logo, your menu bar, the size of the windows), the modules you want and your full navigation. Within two weeks, we deliver a fully formatted website with sample pictures and text. You can then edit your content using UrVenue and your site goes live.

To see what kind of website we produce in this timeframe, please visit:

- <http://trystlasvegas.com>
- <http://xslasvegs.com>
- <http://sutrabar.com>

These are our pre-made modules behind your website:

- Photo Galleries with photos emailed to your customers
- Press Releases (PDF Gallery)
- Custom Forms (i.e., Contact)

- Dynamic Text and Image
- Image Slide Show
- 360 Panoramic Views
- Guest Book (Moderated)
- Menus
- Article Lists (i.e. DJs)
- Togs (short posts sent from mobile phone)
- Reservations (i.e. Guest lists, Private Parties...)
- Venue Calendar
- Events List
- Event Slider

In order to maintain all content, you must be a subscriber to the CMS Module. If you are not a subscriber there is a \$100 a month fee for the CMS Module.

Web API Certification

We have developed several modules over the years to design club and restaurant websites. We can design a website for your venue in approximately two weeks for a set price. If you want to use our modules and obtain greater flexibility and creativity, we recommend our training a qualified employee to obtain our Web API Certification.

This selected employee will spend two weeks in our office. During this training we will not only teach them how to utilize all of the modules we have created; but also, we will expand their skills in creating dynamic websites in HTML and Flash.

The selected individual should have basic knowledge in HTML, Action Script 3 and PHP as these are the three languages we use.

By the time the training is complete, they will not only know how to use our modules, but how to modify them and create their own, the potential for your website will be limitless.

Current modules available with our API (these are the pre-made module behind your website):

- Photo Galleries with photos emailed to your customers

- Press Releases (PDF Gallery)
- Custom Forms (i.e., Contact)
- Dynamic Text and Image
- Image Slide Show
- 360 Panoramic Views
- Guest Book (Moderated)
- Menus
- Article Lists (i.e. DJs)
- Togs (short posts sent from mobile phone)
- Reservations (i.e. Guest lists, Private Parties...)
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Additional features that are in development.

Some of the new features include:

- Additional Strategic Partners with API
 - ClubPlanet.com
 - ClubZone.com
 - Newyears.com and NewYearsEve.com
- Ticketing Inventory – allows you to manage its ticket inventory for events or venues available for online sale through your Website or Strategic Partners Websites.

Resort, Restaurant & Casino Management

Resorts and Casinos often have multiple venues. UrVenue allows you to group your venues into clients, which can be accessed by other venues and managed by different clients through a multi-dimensional hierarchy, at no extra cost.

For example:

- ✚ The resort can create a concierge client to enter reservations into each venue. This feature will also track the reservations that each concierge enters.
- ✚ The resort can allow reservations to be made from their website(s) to the venues.
- ✚ A restaurant group can allow reservations to be made from their website.
- ✚ A restaurant group can access all their restaurants from a single login
- ✚ The resort can access all the venues on their property from a single login
- ✚ The restaurant manager and it's staff can only access their venue

This feature allows management to monitor performance of all their venues.

UrVenue Standard Pricing Schedule

Package	Set-up	Monthly per Venue
Bronze (FREE)	\$ -	\$ -
Silver (Single User)	\$ -	\$ 100
Gold (Web System)	\$ -	\$ 400
Platinum (with Server)	\$ -	\$ 300

Enhanced Product	Set-up	Monthly
Server	\$ 1,000	\$ 150
POS (cost per POS Vendor)	\$ 500	\$ -
Seating Map (per Venue)	\$ 500	\$ -
Website	\$ 5,000	\$ 100
Web API	\$ 2,500	\$ -