



PRESS RELEASE

**Billund, Denmark
April 26th, 2004**

Bluesoft and Kidspotter Launch World's Largest Wi-Fi Location Network at LEGOLAND® Denmark

Pioneering Child Tracking Application Brings Peace of Mind to LEGOLAND® Visitors and New Intelligence and Revenue to the Park

Billund, Denmark – April 26, 2004 – Bluesoft, Inc., KidSpotter A/S and Legoland announced today the successful deployment of a full-scale child-tracking application within LEGOLAND Denmark, one of Europe's largest amusement parks. Through this system, visitors to the park can now utilize the power of the world's largest Wi-Fi location network to keep track of their children during their visit. LEGOLAND Denmark began using the new system upon re-opening the park on March 27 for the 2004 season.

“The separation of parents and their children is one of the greatest perennial concerns in the theme park industry, causing distress to many of our 1.6 million visitors annually. The new system has allowed us to bring this separation time down to an absolute minimum” said Dorte Tegllund, Marketing Director of LEGOLAND Denmark. “With the help of KidSpotter and Bluesoft, we've been able to make parents feel more comfortable about their childrens' safety, while also realizing a new revenue stream. Plus, Bluesoft's AeroScout® Wi-Fi-based system ensured reliable large-scale location system performance.”

Park guests now have the opportunity to rent small AeroScout Wi-Fi Tags with a wristband that the children wear inside the park. If they become separated, parents simply send a text message (SMS) from their mobile phone, and receive an automated response telling them the accurate location of their child. The parents can then find their child in the appropriate location according to a map they are provided when renting the tags. Feedback from park visitors has been overwhelmingly positive.

In addition to the child tracking function, the Kidspotter solution also offers Theme Park Intelligence: in-depth visitor traffic analysis and park management and optimization functions. “The KidSpotter system gives us valuable knowledge of how visitors are using the park,” said Ms. Tegllund. “This provides us with a better foundation to make the right decisions for placement of new rides and to improve visitation of the areas of the park that are frequently overlooked.”



About the Kidspotter/Bluesoft Solution

The KidSpotter system delivers child tracking and park optimization to theme parks and zoos across the globe, and is unique in the market in terms of the accuracy of the underlying location technology and the functionality offered. The solution is based on Bluesoft, Inc.'s AeroScout System – the only real-time location system (RTLS) that can accurately locate both standard Wi-Fi devices (such as PDAs and notebooks) and AeroScout's Wi-Fi-based active RFID tags, both indoors and outdoors. Bluesoft's AeroScout System provides enterprise visibility solutions to the theme park industry as well as many other industries, including manufacturing, healthcare, retail, government and corporate environments.

About Bluesoft, Inc.

Bluesoft's suite of AeroScout® products provides enterprise visibility solutions that bridge the gap between Wi-Fi, RFID and GPS. Bluesoft enables location and presence-based applications for indoor and outdoor environments where real-time visibility of assets and people is required to drive revenues or cut costs. The company's products, including the world's first Wi-Fi-based active RFID Tags, are based on established communications standards to provide functionality and cost advantages to customers in many different industries. Bluesoft is a privately held company based in San Mateo, CA. Further information can be found at www.bluesoft-inc.com.

About KidSpotter A/S.

KidSpotter® offers a wealth of opportunities for theme park management, from looking at densities, analysing visitor behaviour and analysing average velocity of traffic to optimizing movements of visitors in real-time and creating location-based promotions to families.

KidSpotter® products are designed to optimize theme park layouts and understand the visitors' behaviour dependant upon weather, events, time of day, time of year etc. Since data is stored in open formats, the parks can add their own analysis or third party products to the KidSpotter® data at any given time.

KidSpotter's® various applications makes it possible for the park to increase revenue per visitor from day one.

Kidspotter is a privately held company based in Aarhus, Denmark. Further information can be found at www.Kidspotter.com.



About Legoland

Where creativity meets fun!

In LEGOLAND you will find speed, action and thrilling adventures everywhere you turn. LEGOLAND is an inventive, creative world that constantly confronts you with new input and challenges. Around every corner, new universes await exploration and there is everything from wild cowboys to fearless pirates and happy Indians. LEGOLAND is where LEGO fun goes on and on.

There are four parks around the world: LEGOLAND Billund in Denmark, LEGOLAND Windsor, LEGOLAND California and LEGOLAND Deutschland.

LEGO, the LEGO logo and LEGOLAND are trademarks of the LEGO Group and here used with special permission. ©2004 The LEGO Group. All rights reserved.

For further information please contact:

Andris K. Berzins
Bluesoft, Inc.
Tel. +1 (267) 918 6848
info@bluesoft-inc.com
www.bluesoft-inc.com

Peter Dissing Moeller
Managing Director
KidSpotter A/S
Tel. +45 40 788 188
PDM@KidSpotter.com
www.KidSpotter.com