



- PRESS RELEASE -

## Hang onto their shirt tails if you want a ride!

### Open Frontiers grows its in-house development team

Leisure systems specialist Open Frontiers (OFL) is growing its in-house development team in response to leisure industry acclaim for **Time Pursuit**, the 'cloud' based booking, ticketing and customer management system.

Time Pursuit, first commissioned by tree-based success story Go Ape, was initially focussed on the sale of time and capacity based activities – still a core competency of the team at OFL. Since taking the web software to the broader leisure market two years ago, and acquiring several further high profile clients en route, Open Frontiers has broadened the appeal of the system by adding a plethora of new capability such as gate admissions, event management, integrated EPoS, sophisticated membership tracking, fast-track wireless scanning and much more.

Exciting new account acquisitions this autumn mean the development will continue at break-neck speed to keep Time Pursuit and the new, cutting-edge **TimePOS** point-of-sale system ahead of the competition. To increase capacity and keep true to OFL'S agile approach, two further developers will soon be joining the team, hard on the heels of Dave Russell and Adam Surgenor, who were recently appointed as OFL's senior developers.

Managing Director, Oliver Wigdahl says, *"Things are going crazy here at Open Frontiers with increasing demand for Time Pursuit and our commitment to ensure that the system meets the needs of our clients' individual requirements. Having a larger development team helps us to react quickly and responsively, delivering first-class technology to our clients and their customers"*.

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### Notes to Editor:

- Open Frontiers is the driving force behind Time Pursuit, the web based leisure activity booking system. Time Pursuit allows leisure operators to sell admissions and activities in advance by ecommerce, phone or on-site. Best-in-class for time and capacity based activities Time Pursuit is packed with state-of-the-art functionality.
- Owned by husband and wife team, Oliver and Katy Wigdahl, Open Frontiers operates from a converted barn in the village of Ousden, near Newmarket in Suffolk.
- Clients include Go Ape!, BeWILDerwood, Xtreme.ie and FunForest. Go Ape is listed in the 2009 Sunday Times Fast Track 100 and won the Small to Medium Size Business of The Year Award at The National Business Awards 2009. BeWILDerwood was awarded the Themed Entertainment Award (TEA) for best budget website and "Best UK Tourism Project" from the British Guild of Travel Writers in 2009. Case studies, including details of the Go Ape franchise operation at Woburn Safari Park, are available on request.
- Time Pursuit has recently been used in study projects by the Judge Business School at Cambridge University, Judge Business School and the University of East Anglia Business School.

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