

## Semnox Partners with Robert's Group and Debuts in Egypt with Monkey Maze Implementation

Monkey Maze has opened its doors to the public in the Mall of Egypt, after successful implementation of Semnox's Parafait FEC Solution to power their kids play area and cafe venue. Monkey Maze aims at providing a new and distinctive educational extravaganza to teach kids to become more sociable with others, and learn new things, all while getting entertained.

Implementation at Monkey Maze is a key win for Semnox, with this project being the company's first implementation in Egypt. Semnox's partners Robert's Group has played a key role in this win. With the implementation being done 100% remotely, the entertainment centre is all set and ready for operations. The solutions implemented include installation of POS counters, Party Booking module, Digital Signages, RFID Lockers, Reusable Silicon Wristbands and Data Analytics and Reporting suite.

"The implementation of Semnox's solution at Monkey Maze has been smooth in spite of a complete remote setup. The team at Semnox is responsive and available all the times for any crucial requirements, and this makes it easy for us to work with them. We are sure to have many more wins in coming days and are excited about what we have in the pipeline", says Georges Elias, CEO, Robert's Group.

"Our partnership with Robert's Group for the Lebanon and African region has helped us in creating a good prospect line up for these markets. Monkey Maze is the beginning. We have been able to complete a 100% remote installation in this first project that we have undertaken at Egypt, and we are excited for what is yet to come!", says Darshith B Shetty, Client Partner - Middle East and Africa, Semnox Solutions.

### **About Robert's Group**

Robert's Group has been a leading distributor and operator in the entertainment industry since 1972. The group has a strong history in the Middle East, Africa, and some Mediterranean countries. Robert's Group mission is to provide custom complete entertainment solutions - from the concept thinking process into the implementation to the operations follow-up - in a way that is sustainable and profitable to its partners and customers.

### **About Parafait FEC Solution**

Semnox's flagship solution – Parafait allows users to automate processes, giving greater control over operations, and delivering a delightful guest experience by leveraging the diverse functionalities of the platform. Semnox's FEC and cashless offerings include Wireless debit cards and readers, POS, Inventory and Redemption, Waivers, Self Service Kiosks, Party Booking, Lockers, Food & Beverage Sales, Customer App, Digital Signage and more.