



AT&T 5G delights Disney guests

Business needs

New ways to engage and delight guests at Disney's All-Star Movies and Disney's All-Star Sports Resorts at Walt Disney World Resort

Networking solution

AT&T 5G connectivity enables Disney Character Clicks to deliver new and meaningful memories

Business value

Enhanced guest experience

Industry focus

Entertainment

About Disney Character Clicks

Disney Character Clicks gives guests at Disney's All-Star Movies Resort and Disney's All-Star Sports Resort a way to interact with their favorite Disney characters. Guests can create a timeless memory with this Disney PhotoPass Service experience.

The situation

Disney's commitment to delivering outstanding experiences means continually providing new ways to delight guests. The introduction of Disney Character Clicks, an opportunity for guests to pose with digital versions of beloved Disney characters, required high-performing, dependable connectivity.

Solution

AT&T Business has profound experience in delivering the right technology for immersive experiences and digital innovation to its customers. With Disney PhotoPass Service and AT&T 5G, Disney Character Clicks was brought to life. Now guests can use interactive kiosks at Disney's All-Star Sports Resort and Disney's All-Star Movies Resort to snap photos with digital versions of Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck, and Goofy.



New ways to delight guests

Disney Parks have earned a spot in people's hearts, providing memories that last a lifetime. The amount of manpower, creativity, engineering, and technology involved in spreading the magic throughout its properties is astounding, as is the Disney dedication to introducing new ways to delight guests.

Capturing memories at Disney Parks is an important part of the guest experience. Jeff Harmon, Manager of Marketing, Sales, and Communications, said Disney PhotoPass Service is the official photography service for the Walt Disney World Resort. "On any given day at the parks and some of our resorts, we have over a hundred locations that are staffed with photographers taking photos for the Disney PhotoPass Service," he said. This includes park attractions, meet-and-greets with Disney characters, and photos at iconic park locations like Cinderella Castle and Space Mountain.

Disney Character Clicks offers a new type of photo opportunity. The recent innovation demonstrates Disney's ongoing commitment to delighting guests.

A magical experience

Alyssa Noll, Manager, Product Management, said Disney Character Clicks offers guests a unique opportunity to be photographed with digital versions of their favorite characters from the comfort of their Resort hotel. "Guests approach the kiosk in the Disney's All-Star Sports Resort and Disney's All-Star Movies Resort lobby and tap their room key, MagicBand or MagicBand+, or cell phone to the Mickey to the right of the screen," she said. "After tapping the kiosk, guests can then choose up to four popular Disney characters, who immediately appear on the kiosk screen with the guests."

"We want our guests to feel magic everywhere. Being able to have Disney PhotoPass Character Clicks through a collaboration with AT&T 5G is just huge."

Jeff Harmon
Manager of Marketing, Sales, and Communications
The Walt Disney Company

“To the guests’ surprise,” Harmon said, “as they look around the physical environment they’re in, there are no characters, but when they look back at the screen, there are characters that they were hoping to meet. And then they realize that they get to keep this photo.”

Many guests use Disney Character Clicks at the very beginning of their vacation when they check into their Disney resort. “It may be a family’s first visit to Walt Disney World Resort, and that Disney magic is now at the forefront of their arrival in Orlando,” Harmon said. “It’s truly a magical experience, centered at the right location to make the biggest impact on families, especially families that are visiting the Walt Disney World Resort for the first time.”

Speedy, reliable connectivity

Introducing this new way to bring Disney characters to life for its guests required robust, dependable connectivity. The Walt Disney World Resort uses AT&T 5G to deliver the speedy, reliable, and secure connectivity Disney Character Clicks requires.

Expanding the wireless solution throughout Disney parks and resorts provides the best possible 5G coverage so Disney guests can easily create wonderful memories with timeless Disney characters. In addition, Harmon said, “It’s vitally important for guests to be able to use 5G.”

AT&T connectivity makes it a snap for guests to pose next to digital versions of their favorite Disney characters, then download and share the images to social media. “The first-of-its-kind interactive experience has been an instant hit with guests,” Noll said.

“This project has allowed both companies the opportunity to showcase our own products and each other’s strengths.”

Alyssa Noll
Manager, Product Management
The Walt Disney Company



Endless possibilities

With Disney Character Clicks, Disney and AT&T Business underscore a joint commitment to connecting others through new and unique experiences. “This project has allowed both companies the opportunity to showcase our own products and each other’s strengths,” Noll said.

5G can deliver faster data, offer lower latency, and enable exciting improvements in applications like virtual reality. AT&T 5G mobile technology can help create untold communication possibilities, from enhancing real-time video chats to multi-dimensional entertainment. The power of 5G is generating excitement.

With 5G connectivity expanding, AT&T Business in collaboration with Disney can connect guests through new digital experiences, using rapidly emerging technologies like augmented reality. Whether it’s onsite at Walt Disney World Resort or sharing exciting photos with friends and family across the country, Disney and AT&T strive to connect people and create new, long-lasting memories.

Harmon said the Disney PhotoPass Service is always looking for new ways to create unique photo experiences for guests to take home cherished vacation memories. “Character Clicks is truly a self-guided, photo op with a digital Disney character,” he said. “So, the possibilities and the combinations are endless for getting photos taken by Disney PhotoPass Service.”

Disney guests are thrilled with their ability to interact virtually with the digital versions of their favorite Disney characters. “Walt Disney World Resort is The Most Magical Place on Earth and our goal is to provide magic,” Harmon said. “At the end of the day, we want our guests to feel magic everywhere. Being able to have Disney Character Clicks through a collaboration with AT&T 5G is just huge.”



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