

# ATTRACTION!

next generation entertaining experiences





# IMMERSIVE SPACES

Digital, immersive experiences represent a new genre in entertainment. From digital art museums, to edutainment - this new form of immersive walkthroughs, partly combined with ride experiences, can be explored more and more globally.

Attraktion! is a forerunner in this field, with one of the most prominent references worldwide: Polar Journey, our touring immersive exhibition welcomed more than 1.5 Mio. visitors at its first site: Mandalay Bay Casino, Las Vegas, USA.

Dino Camp is Attraktion! 's new exciting immersive experience, available from mid 2021!

Challenge us to create your own immersive adventure!

Blue Cube 2.0, Universe Science Park, DK  
Mandalay Bay, Las Vegas, USA  
Dammam, SAR



## Dinocamp

### An interactive exploration

The world 's first immersive Dino Experience!

Dinocamp combines entertainment elements with educational aspects.

Instead of common animatronic shows, Dino Camp attracts guests with intelligent interaction opportunities of virtual and photo real - mind blowing Dinosaurs. .

This experience integrates larger than life dinosaur interaction in an immersive projection environment, wall and floor projection games, a special Playoke and the newest Explorer 5D ride „Dinosaurs Awake“.

## Polar Journey

### An interactive adventure

Attraktion! developed and realized the world 's first Polar Journey Exhibition at Shark Reef Aquarium in Mandalay Bay Resort and Casino Las Vegas, USA.

Polar Journey allows visitors an opportunity to explore this part of the wonders of creation of our world that they wouldn 't ordinarily experience in person.

The eight interactive scenes (Ice Caps, Fractured Beauty, Swarming, Feeding Krill, Ice Fractures, Sea Explorer, Polar Science and Animal Dance Playoke) enable visitors to uncover the many fascinating aspects of the polar regions through physical and intellectual activities.

Polar Journey 's 2nd site will be Dammam, Saudi Arabia and open towards end of 2021.



## Playoke Kids & Dance

### The famous family group game

Playoke Dance & Kids features an interactive group game for 4 up to 32 players, with a high level of fun and competition. It's a family entertainment attraction since it's enjoyable for kids, teenagers as well as adults.

Players are encouraged to imitate the movements of performers or mascots shown on a screen in front of the players. The better the players perform the game, the more points they get. Above the players, specialized 3D cameras are positioned in order to track and measure their movements. The technology behind the game is based on our Playoke patented 3D Motion tracking solution.

Dreamplay, Manila, PHL  
Futuroscope, Poitiers, FRA  
4x NatGeo, CHN, MEX  
IMG Park, Dubai, UAE  
2x Vinpearland, VNM  
2x Centerparcs, FRA

NEW 2021: 3x NatGeo, CAN, CHN, KWT



## Cinesplash 5D

### Get set to get wet!

This water-based theater media-based experience is made for waterparks. Cinesplash 5D offers seats for 20 up to 100 visitors, with typical standard sizes of 36, 60, and 84 seats.

Visitors enjoy the multisensory ride in swimsuits and get totally wet, by experiencing a wide variety of water based special effects. Rain, waterfalls, fountains, water explosions, water guns and at the climax of the show the whole theater can be flooded, while motion seats move. Also a wave option can be added for further excitement.

Yas Waterworld, Abu Dhabi, UAE  
Hangzhou Bay Happy Water World, Ningbo, CHN  
Sunac Qingdao Water World, CHN  
Sunac Guangzhou Water World, CHN  
Sunac Wuxi Water World, CHN

NEW 2021: Kaisa Golden Bay Waterpark, Shenzhen, CHN





## Explorer 5D

### Immersive journey simulation

Explorer 5D is an immersive 270° attraction where visitors typically stand instead of sitting.

The attraction can simulate any kind of journey, such as a submarine dive, a wild safari, or a mission to mars. It can also include of a simulated elevator (Pre-Show).

The main show consists of 3 projection areas (front, left and right) where visitors stand on a 3DOF motion platform and enjoy the breathtaking, realistic views.

Dubai Aquarium, UAE  
The Top, Penang, MYS  
Cairns Aquarium, AUS  
Mandalay Bay, Las Vegas, USA  
Lincoln Park Zoo, Chicago, USA  
Jakarta Aquarium, IDN  
Aquazoo Schmieding, AUT

NEW 2021: Ikuna, Natternbach, AUT  
NEW 2021: Harzdrenalin, Oberharz a.B., GER



## Dome Ride Theater



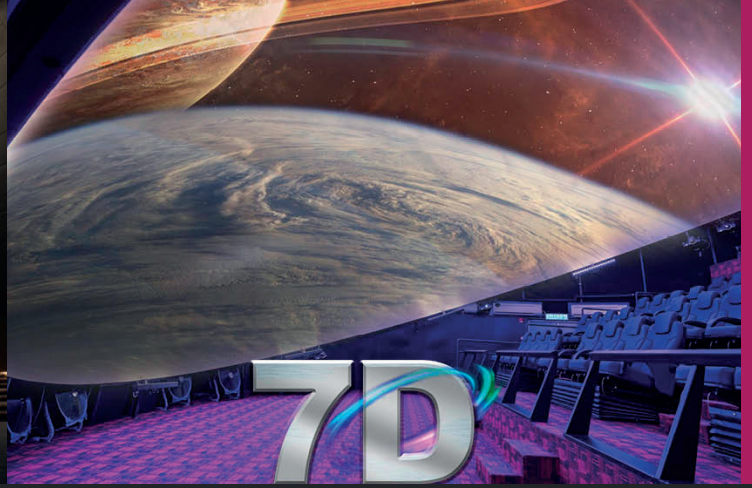
### The world 's most immersive media-based ride

Dome Ride Theater (patented) is a brand new attraction genre, and a joint product by Attraktion! and Intamin. It represents a new genre, where a sphere integrates a unique ride!

The immersive experience integrates a unique ride system with 80 guests in a full media driven sphere.

The culmination of many years of experience in the creation of immersive 360° attractions, combined with Intamin's renowned background in building major thrilling attractions, Dome Ride Theater offers an exclusive and truly amazing experience.

World 's first site opening 2022!



## 4D/5D Theaters

### The must have attraction at any leisure venue

Attraktion!'s 4D/5D theaters combine high resolution projection with special effects, a sophisticated motion ride system and a high end surround sound system.

Seating can be either non motion seats with effects or 3 DOF SFX motion seats.

Clients can choose from a vast variety of in seat effects like water spray, leg tickler, vibration, neck blast, seat poke, scent...

The projection screen can be either a flat, curved or dome depending on the content and space that is available.

The screen can be either projected or consist of LEDs, for a brighter and more crisp image.

A vast amount of 5D in-room effects can be implemented to feature movies. Wind, strobe and lights are recommended, optional effects such as snow, bubble or rain can be added as option.

NEW! Instead of classic projection or LED screens, VR Glasses are available now. Guests can watch 360° stereoscopic movies through VR glasses, be truly immersed into the experience.

Lewa Wonderland, Xian, CHN  
LDC, Birmingham, UK  
Safari Park, Uttar Pradesh, IND  
ITCC Riyadh, SAR  
The Top, Penang, MYS  
Brauhaus, Hallerndorf, GER  
LDC, Scheveningen, NL

NEW 2021: Kaisa Golden Bay Park, Shenzhen, CHN  
NEW 2021: Navy Museum, Dhaka, BGD



## We Robots

### Service Robots of a new generation

Beyond delivering information and guidance to visitors, WeRobots offer interactive entertainment. They communicate with each other, act together, approach and interact with people in their environment.

WeRobots represent entertainment, information, guidance and personal VIP customer support.

Our robots can be customised to any IP and become your next generation mascot.

Dubai Aquarium, UAE  
Emaar Visitor Centre, Dubai, UAE  
Etisalat Visitor Center, Dubai, UAE  
Mandalay Bay, Las Vegas, USA  
Plus City Mall, Linz, AUT  
Macalline, Shanghai, CHN  
ITTC Riyadh, SAR



## Attraktion! Studios

### Film, Game Production & Licensing

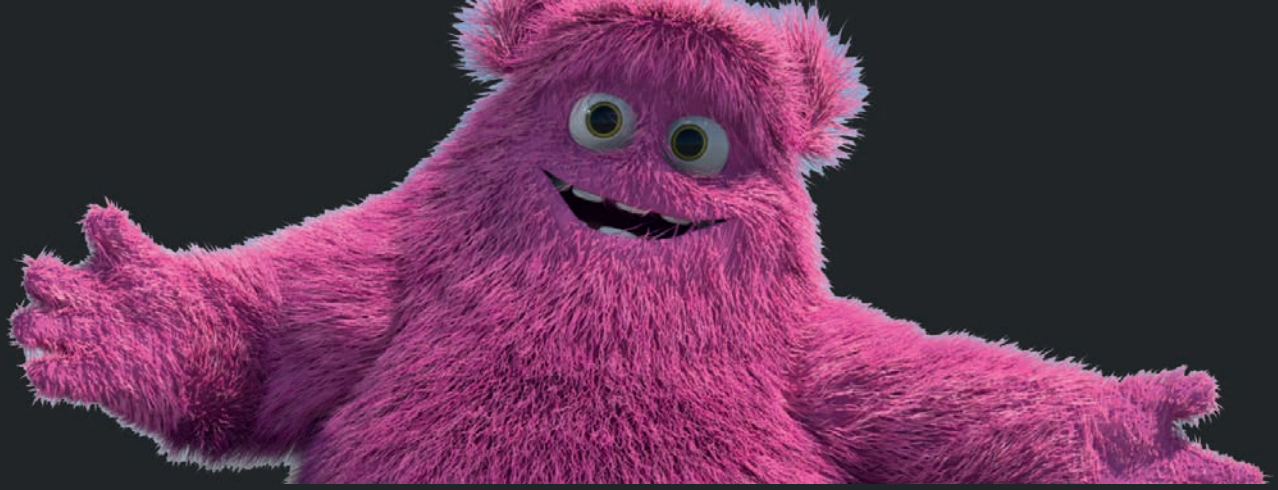
Immersive films are the driving force behind media-based attractions.

Attraktion! covers the full production range of films and interactive media/game development through its internal team at Attraktion! Studios. Screenwriting, storyboarding, CGI stereoscopic production, live shooting, direction and full production services for custom media productions of any size are key to Attraktion! 's deliveries.

ITTC Riyadh, SAR  
Brauhaus, Hallerndorf, GER  
Mall of Istanbul, Istanbul, TK  
Dubai Aquarium, Dubai, UAE  
Yas Waterworld, Abu Dabi, UAE

NEW 2021: Kaisa Golden Bay, Shenzhen, CHN  
NEW 2021: Harzdrenalin, Oberharz a.B., GER





Located in Vienna and Marchtrenk, Attraktion! creates media-based attractions and turn-key solutions for entertainment and leisure venues with a team of over 50 people. The experience products include a wide range of 4D/5D theatres, immersive exhibitions, interactive group games and a unique range of entertaining robots.

Furthermore, Attraktion! owns an in-house CGI animation studio producing special venue films for themed entertainment.

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