

FREEDOM GAMING | SEPTEMBER 23



FREEDOM GAMING

The Ultimate
Team Arena
Challenge



MOTIVATIONAL.FITNESS.TECHNOLOGY



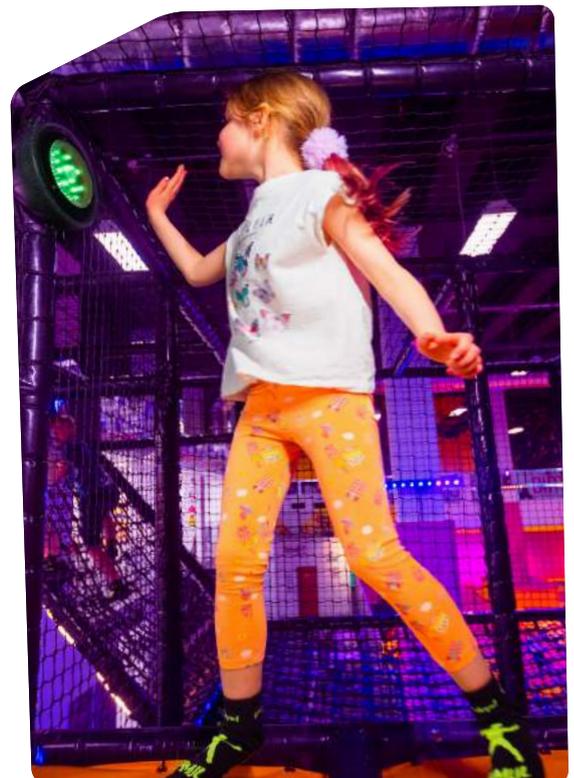
rugged. interactive



FREEDOM GAMING

An **interactive tag challenge** where players run, climb and crawl through obstacles to hunt down and **hit out lights to score points**. Freedom Gaming is **played by up to six individual players or teams**, each chasing a specific colour.

- An easy to understand and **inclusive game** that everyone can enjoy, without the complication of RFID wristbands
- Offers a **new revenue stream** that is perfect for birthday party groups, teen challenges and corporate team building
- **Three game modes** for unsupervised free-play, group challenges or continuous play





Why Freedom Gaming?



Ultra Versatile

Suits custom-built multi-challenge arenas or integrates into any soft-play frame. Choose a system size and challenge layout to suit any space and target group.



Easy to Manage - No RFID

Removes the need for staff to explain, register and issue RFID wristbands to players - saving operators significant annual costs. One less thing to worry about at busy times!



Improved Profitability

Operators can boost income by charging higher entry fees or creating a new pay-to-play feature.



Real Interactivity - Hit Pods to Play

Our lightpods need a real hit or press, which is much more rewarding – and reliable – than waving an RFID wristband over a sensor.



Low Cost of Maintenance

Low-cost, swap in, swap out pods makes Freedom Gaming easy to maintain.

NEW - Catch the Tiger



RoboRun



CyberChase

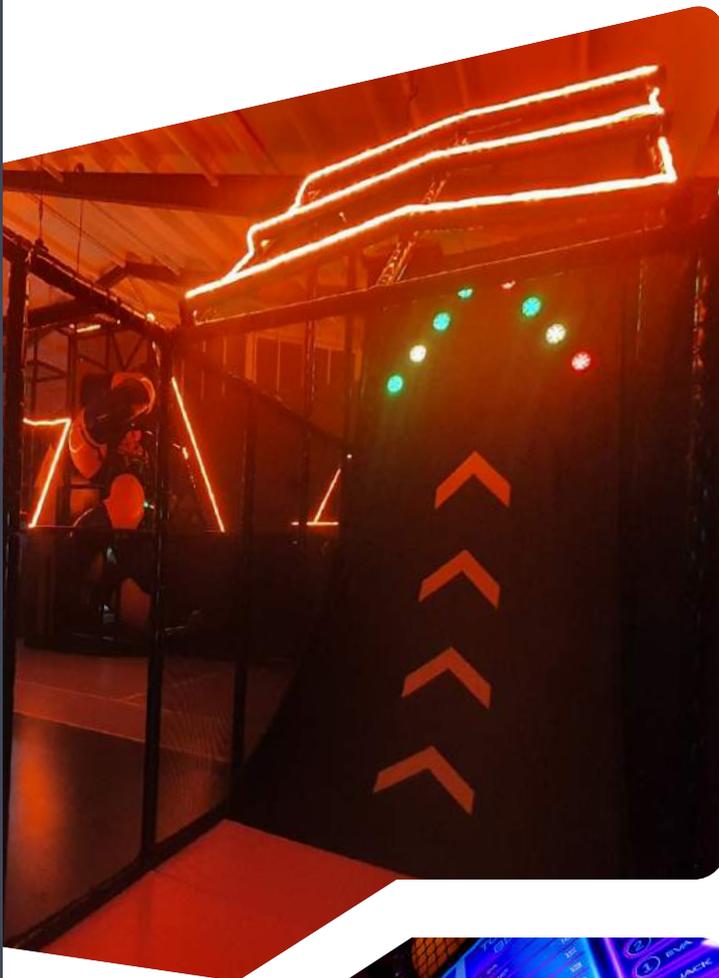


Freedom Gaming for Adventure Arenas



8 yrs - adult

- Freedom Gaming is well suited to custom-built multi-challenge arenas
- Proven as a **stand-alone chargeable activity**
- Create an arena with obstacles to suit your target age group and provide a wide range of physical challenges that **appeal to all players**
- Works well for **large party groups and corporate fun**, as well as individual **'free play'**
- Suits spaces of c.80sqm and above



“ Since installing Freedom Gaming, **our party bookings have become increasingly higher** due to the ability to layer in party add ons or exclusive Freedom Gaming experiences for party attendants. ”

GRADY HINCHMAN

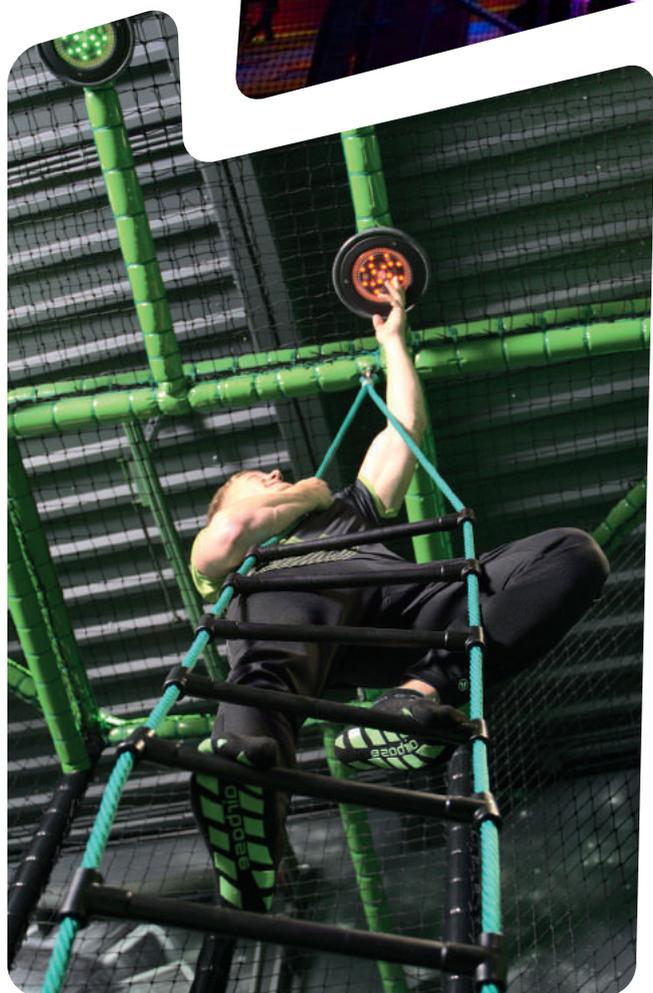
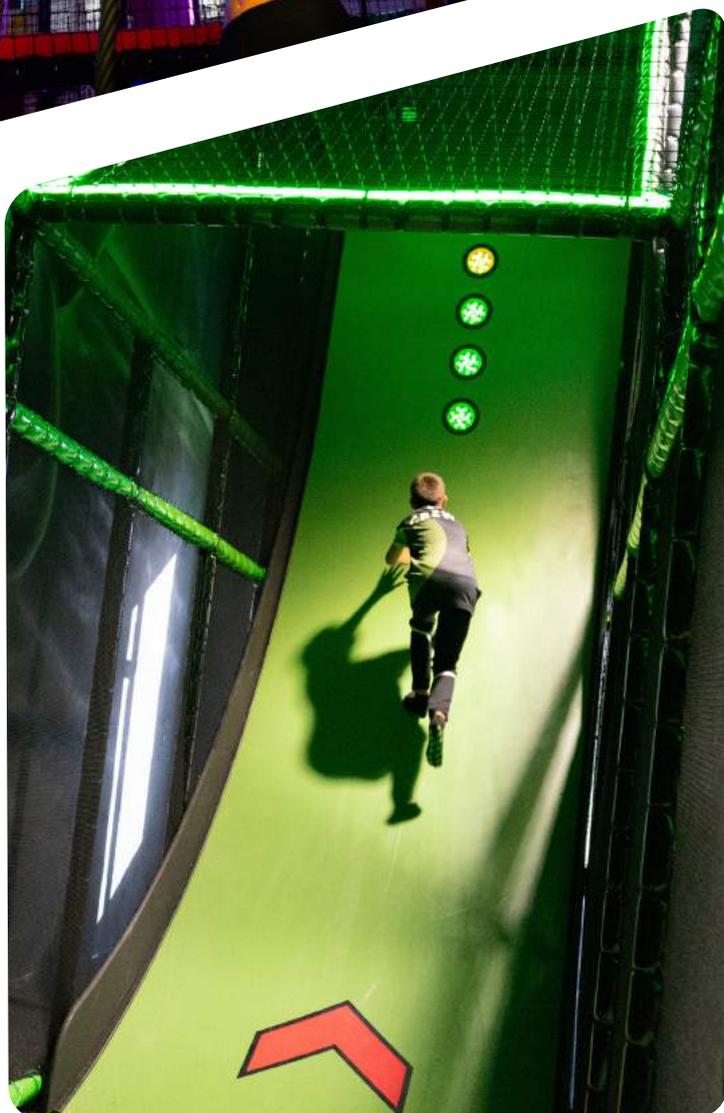
Park Owner,
Altitude Trampoline Parks



“ Freedom Gaming has increased our park capacity by 50%. At peak times, Freedom Gaming has a player throughput of approximately 360 people! ”

BEN PEACH

Managing Director,
Boost Trampoline Parks



Freedom Gaming for

Indoor Playgrounds



2 - 14 years

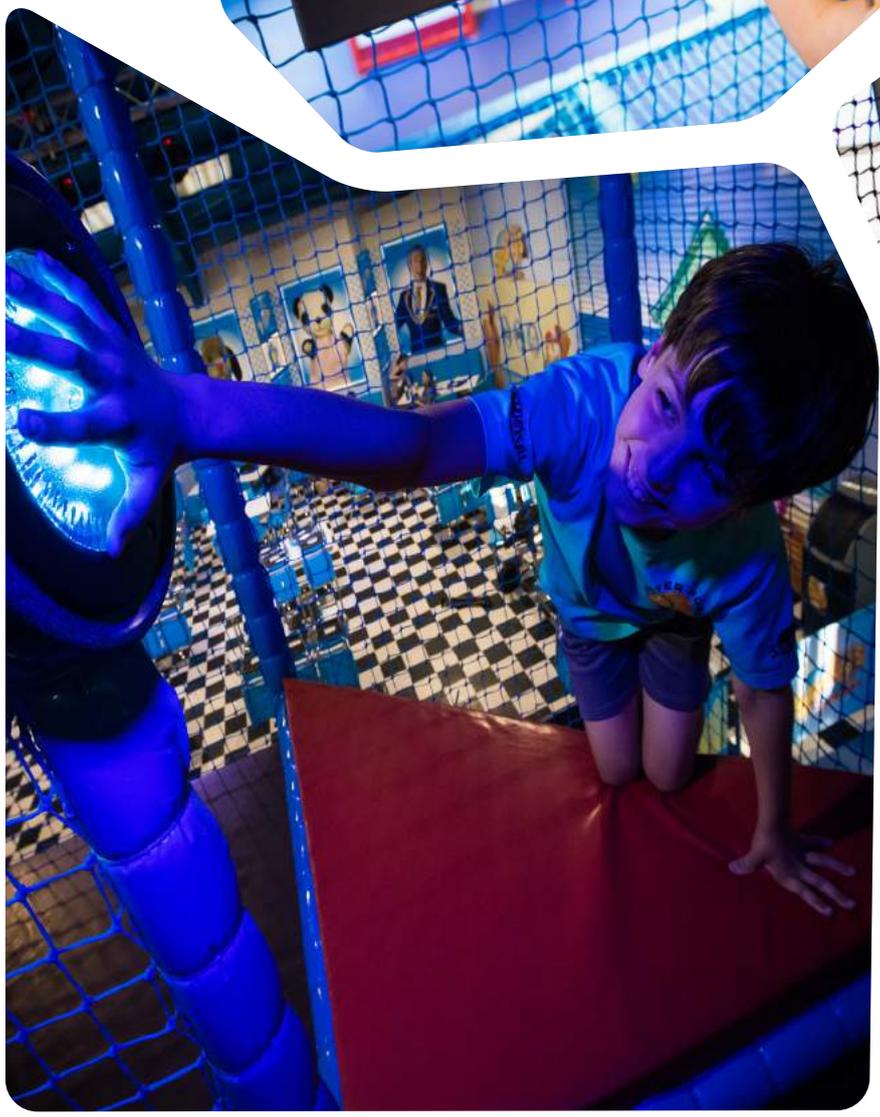
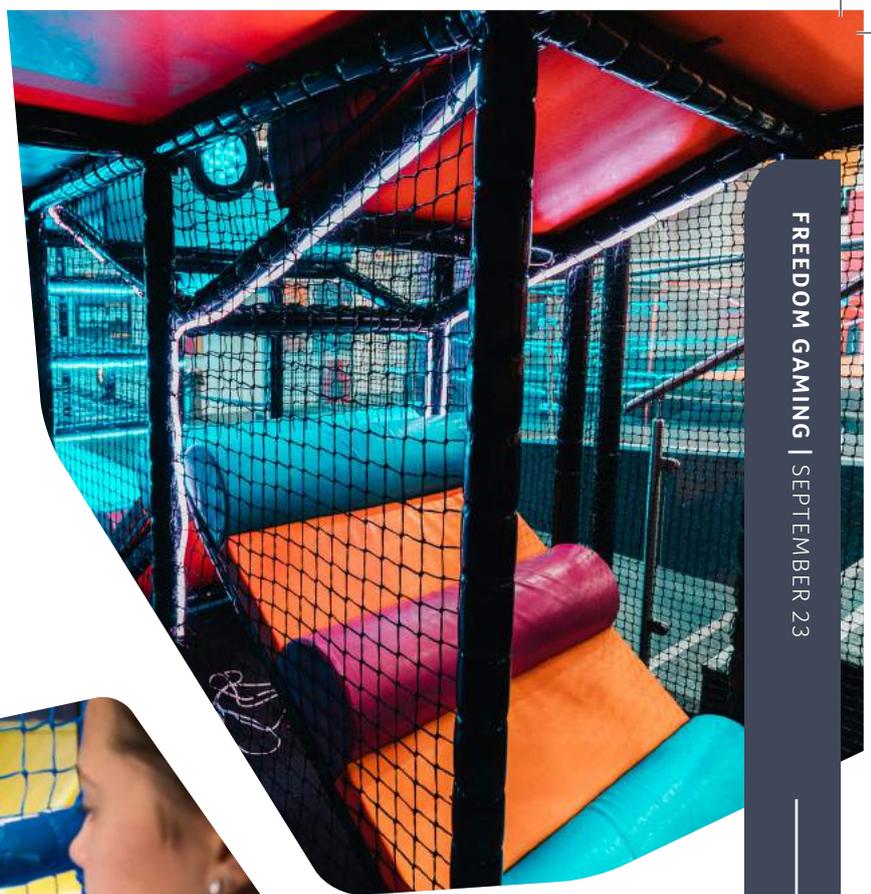
- A **powerful differentiator** for any indoor playground
- Easily integrated into any soft-play frame. **Suits small, medium and large play frames**
- High-tech lights, sounds and screens enable premium entry pricing
- Great for individual 'free play', party groups and after school clubs
- **Expand your target audience** - attracts older kids and parties for 9+ years
- **Increase parent satisfaction scores** - fun for parents to play with their children



“ Freedom Gaming has been a fantastic way of adding value to our play frame. It has really helped differentiate us from our competition.”

GORDON FORSTER

Park Owner,
Safari Play Peterborough



Case Studies

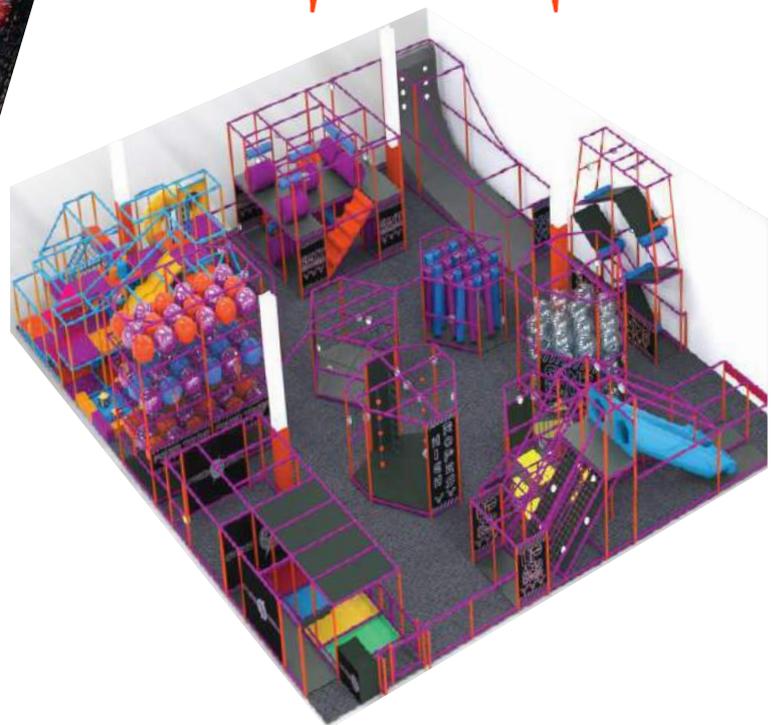
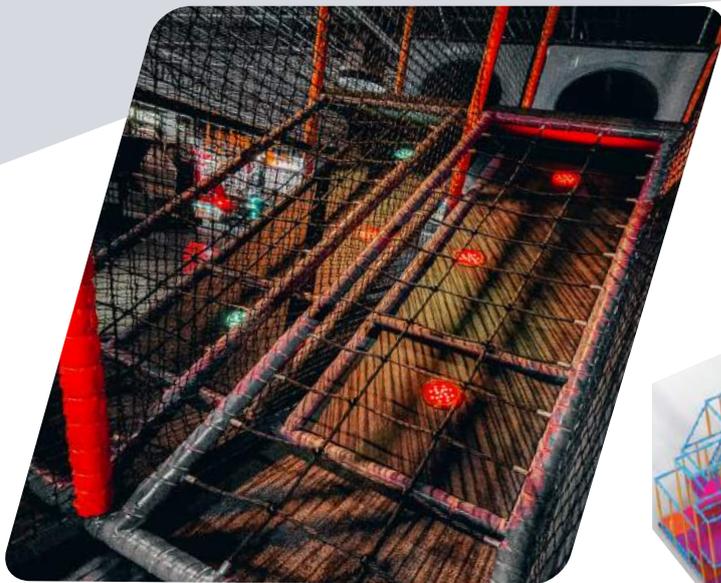
Adventure Arenas

Surge, Bossier City, USA

Surge, Bossier City installed Freedom Gaming as a **pay-to-play attraction**. Their aim was to fill a space with a feature that could **accommodate up to 32 players** every 3, 5 or 10 minutes. The impact has been huge.

Since opening, it has become one of their most popular features and the park is **achieving \$1,500 a day** from this single attraction.

It has been popular with families and guests of all ages and there has been a big uptake from **corporate groups** using it for team building. With a **ROI of less than 8 months**, Surge are already adding Freedom Gaming into the designs for several other sites.



Single attraction generates
\$1,500 A DAY

Paid back in less than
12 MONTHS



Ocean **Space**
Adventurers Adventurers



Indoor Playgrounds

Ocean & Space Adventurers, UK

Tom Filer, owner of Space Adventurers and Ocean Adventurers, installed the first 30-pod Freedom Gaming system in the UK with three clear goals: to **modernise**, to **appeal to a wider and older audience**, and to justify **premium pricing**.

It had an immediate impact: sky-high Net Promoter scores, despite the increased entry prices; **growth in group and party revenues**;

delighted parents actively playing with their children; minimal operation effort; and high impact news coverage, too.

Within 3 months, Tom updated his second site, with similar results; he says: "Freedom Gaming has achieved all of my objectives, and a **payback of less than 12 months**. And as I now tell everyone, 'Dads love Freedom Gaming!'"

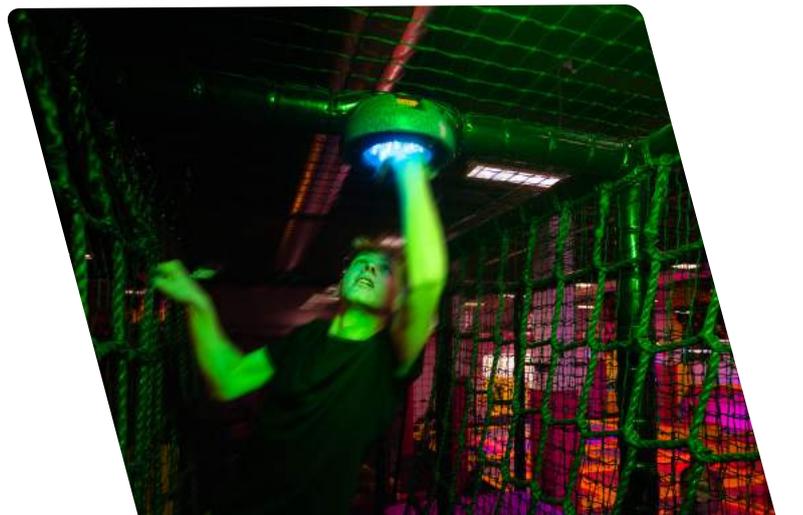
Case Studies

Family Entertainment Centres

Boost Trampoline Park, UK

By repositioning their seating area, Boost were able to introduce Freedom Gaming. They **increased their park's capacity by 50%**, from 80 to 120. This capacity increase alone is **expected to generate an additional £170,000 per year**.

In the first three months following installation, **Boost Leicester saw an 18% uplift in weekly visitors**. Their increased appeal to toddlers, older teens, and even adults has extended their reach and brought in new visitors during their typically quiet periods. **Boost have achieved a ROI of less than 7 months**, and are now planning on upgrading their other site.



Resulted in an
18% UPLIFT
in weekly visitors

How to Play

Switch easily between game modes during the day for free-play, parties or groups.



CyberChase

Aim of the Game:

Individually, or in groups, score points by hitting your selected coloured pods around the game arena. The player or team with the highest score when the timer stops will take the win.

- For supervised game play
- Customise team and player names
- Ideal for large groups and parties
- Flexible game time options.



Step 1

Press to start



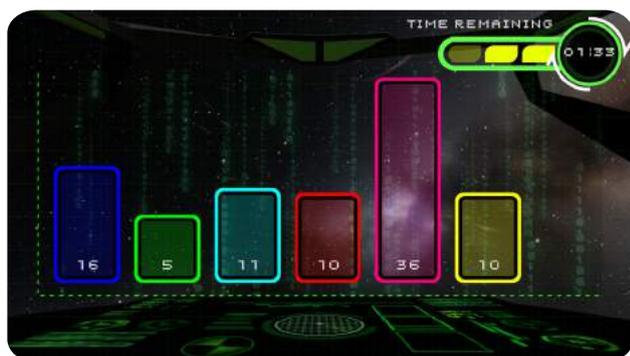
Step 2

Enter team names



Step 3

Allocate players to teams



In play leaderboard

Team	Score
TEAM 5	36
TEAM 3	28
BLUEPARTY	25
TEAM 1	20
COOLKIDS	20
PINK PARADE	19
TEAM 4	17

Daily overall leaderboard

How to Play

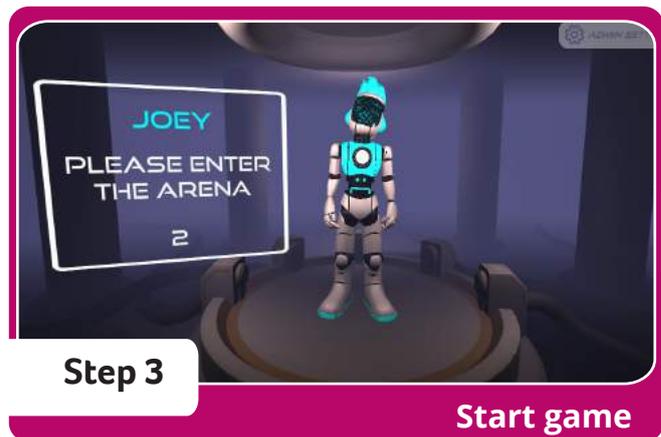
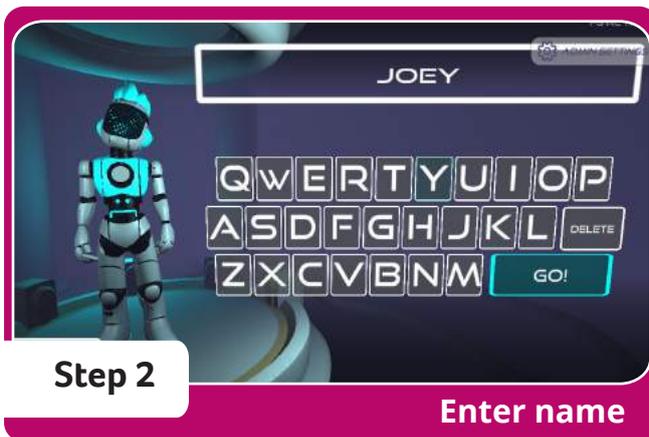
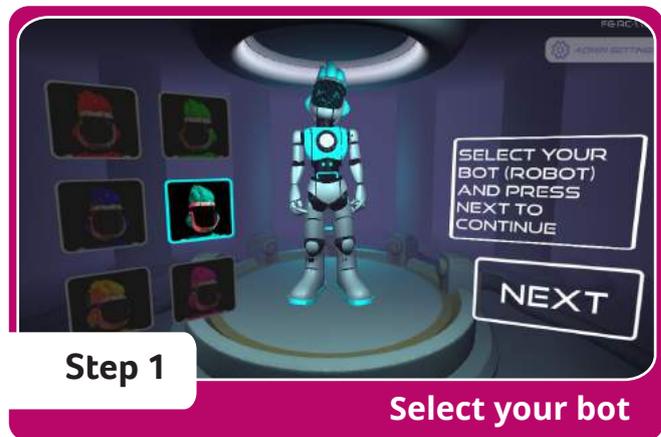
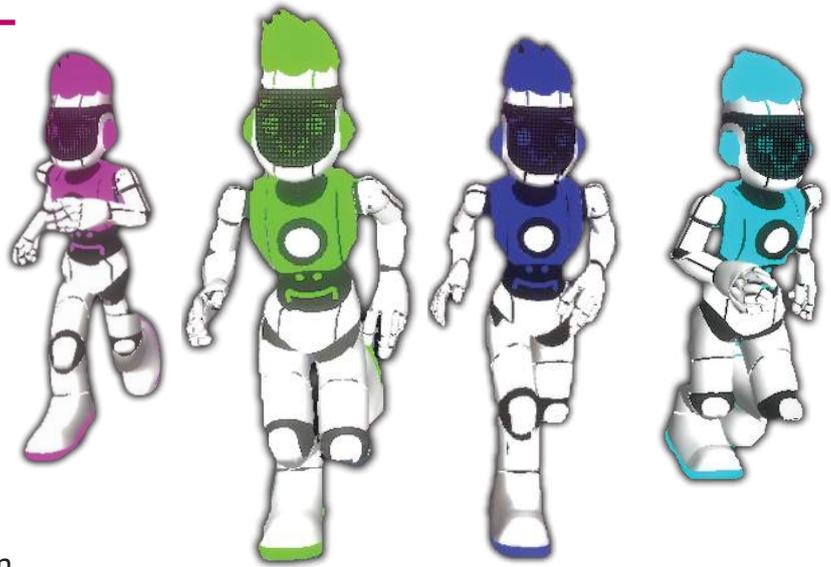


RoboRun

Aim of the Game:

Run around the arena hitting out your coloured lightpods as quickly as you can before your timer stops. You can play alone, in pairs, or in groups – try to get the highest score and top the leaderboard.

- For unsupervised games
- Great for free-play
- Rapid set-up-and-go
- Flexible game time options



How to Play

Perfect for
junior guests
aged 2-6



NEW - Catch the Tiger

Aim of the Game:

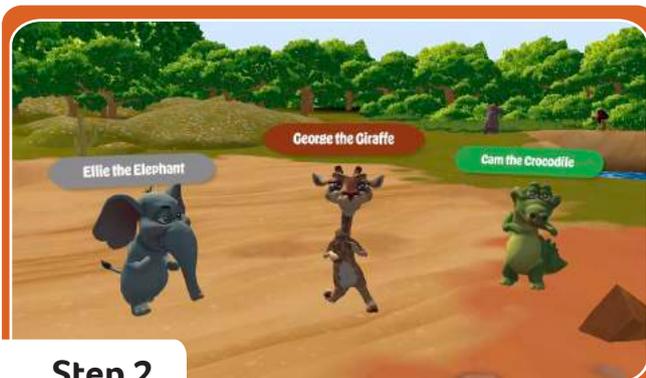
Tess the Tiger is hiding in the arena. Go searching for her by pressing the lightpods to see if she makes her roaring sound. You might find other jungle animals along the way, but only when you find Tess will you get a point added to the combined score.

- Continuous game play for open sessions
- Perfect for junior guests
- Highly engaging with animal noises and flashing lights
- Exciting in-play graphics



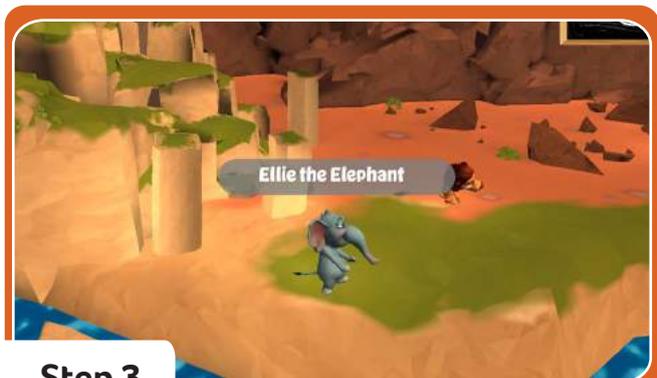
Step 1

Press start button



Step 2

Six animals to spot



Step 3

Keep searching!



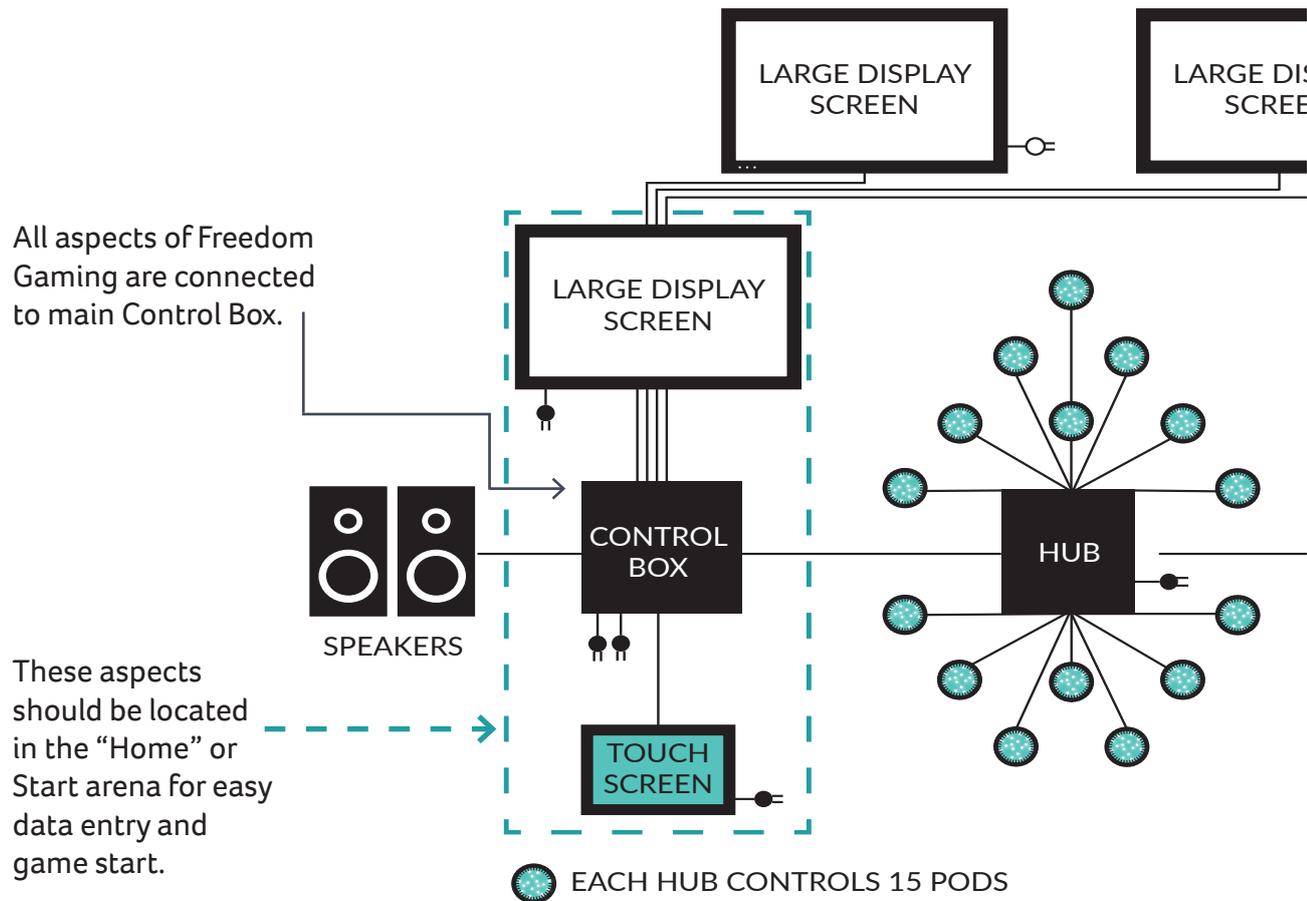
Step 4

You've found Tess!



Unlimited tally chart

Freedom Gaming System Layout



Specification

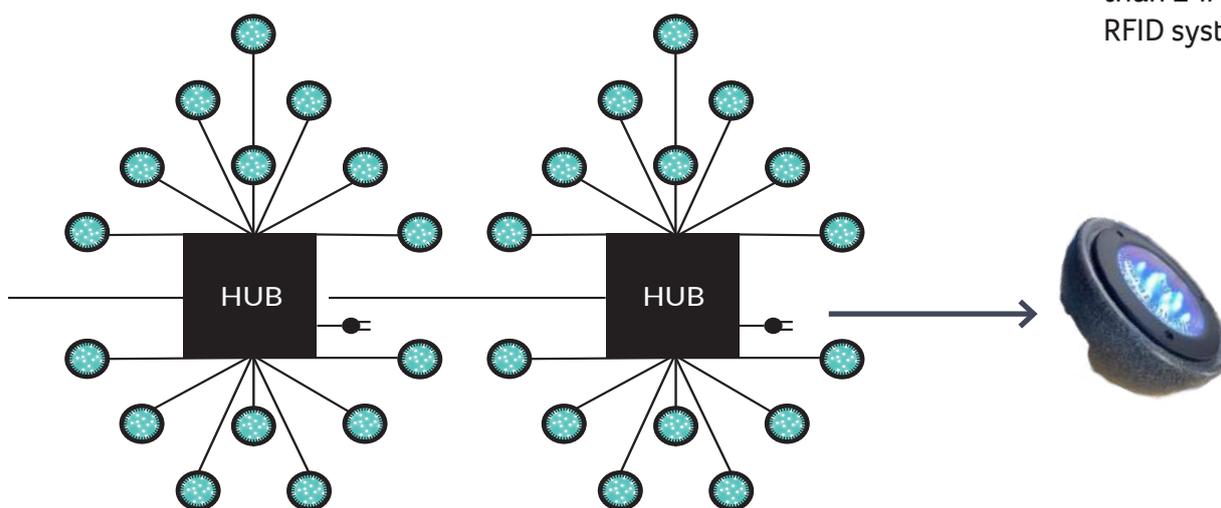
- Main computer HUB
- Additional secondary HUB (1 unit per 15 pods)
- Interactive pods mounted in PET mouldings with backplates
- Rugged pods - tested to 5 million hits
- 2 x Loudspeakers
- Cabling for all pods
- 15.6" launch touchscreen
- 49" Live leaderboard display TVs
(# dependent on size of the system)





Simple Internet Connection

Freedom Gaming requires a wired internet connection for occasional updates and troubleshooting, rather than 24/7 cloud access for RFID systems.



System Size Options

With various package options available, see this table to calculate how many pods would be required for your arena size.

BASIC GAME ZONE	2 HUBS	30 PODS
STANDARD GAME ZONE	3 HUBS	45 PODS
MID-SIZE GAME ARENA	4 HUBS	60 PODS
FULL GAME ARENA	5 HUBS	75 PODS
ADVENTURE MAZE <small>Adds 5th TV screen</small>	6 HUBS	90 PODS
LARGE ADVENTURE MAZE	7 HUBS	105 PODS
LABYRINTH	8 HUBS	120 PODS



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