



rugged. interactive

# World Leading Innovation for Active Fun.

Issue: Sept 2024

- Indoor Adventure Parks
- Trampoline Parks
- Family Activity Centres
- Theme Parks
- Soft Play



# EXPERTS IN GAMIFICATION

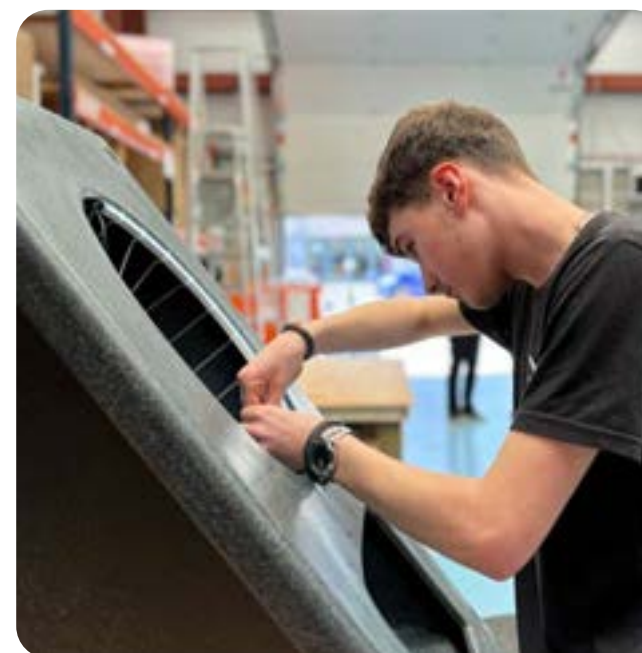


**Rugged Interactive is a British company established with the aim of using technology and high quality engineering to motivate everyone to be active for a lifetime.**

When Rugged Interactive was born in 2009, the prime target was to use innovation and creativity to solve problems - a global lack of activity, poor fitness and a shortfall of motivation. From that moment onwards we have employed the best people, technology and materials to help us meet our goals. Every product we ship is **designed and manufactured in Cornwall, UK** with the majority of our suppliers based within a short journey - reducing the delivery miles and impact on the planet.

Using Gamification as a lever has ensured that our customers keep coming back for more, and that our features are often the most popular in their locations. In the indoor adventure sector, we are now a global leader, producing an exciting range of market-tested interactive products. These include **Reaction Games, Climbing Challenges, Target Systems and Raceway Timers**.

In all the sectors that we work in, from **Healthcare to Active fun, Education to Active Aging** we've made sure that the tech never takes over and that the final products always remain fun, easy to understand and robust. As we move towards an exciting new future, our foundations remain strong, and our ambitions firmly in focus.

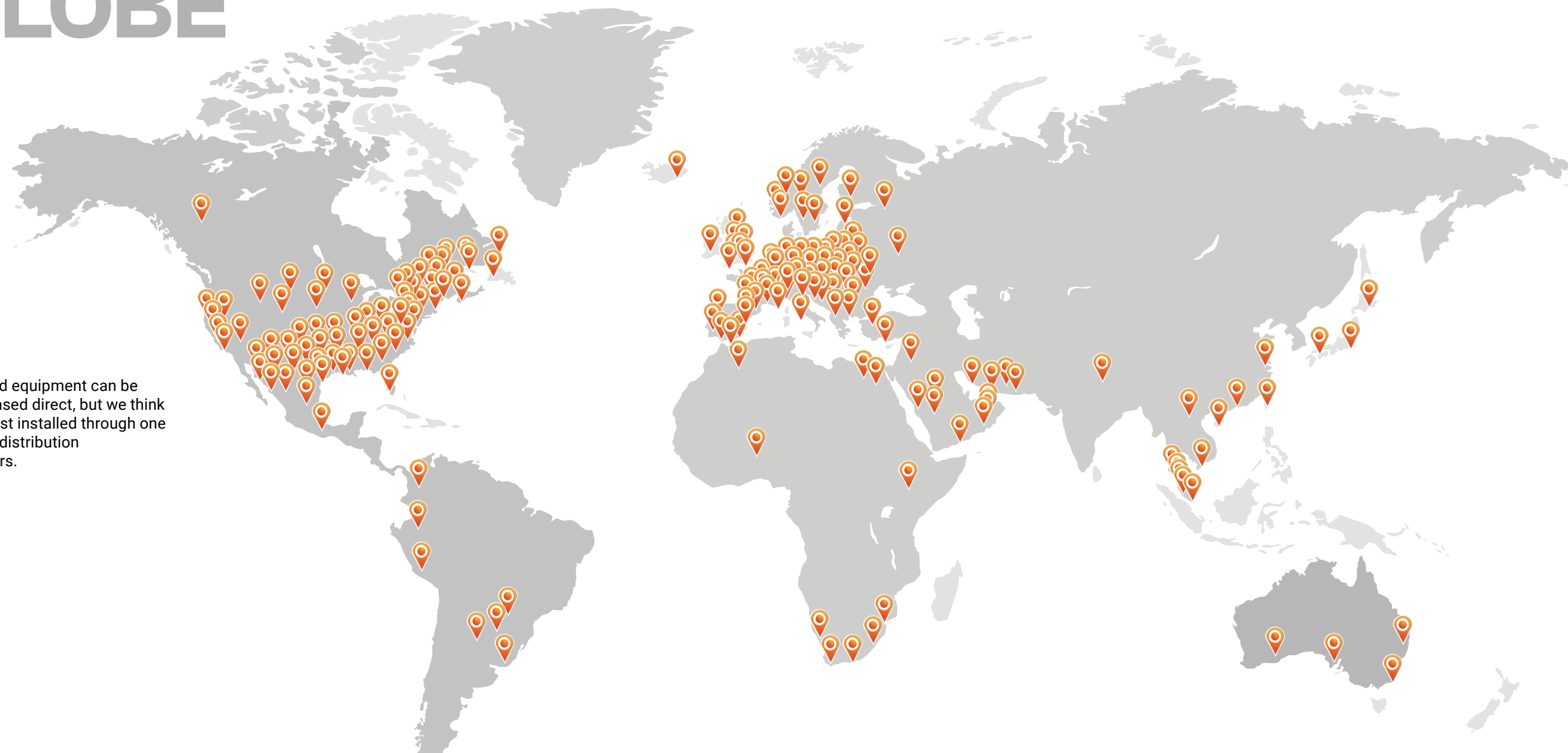




# GAMIFICATION ACROSS THE GLOBE



From Oslo to Oklahoma, and from  
Bangkok to Buenos Aires, Rugged's  
interactive features are lighting up all  
corners of the globe.



Rugged equipment can be  
purchased direct, but we think  
it is best installed through one  
of our distribution  
partners.





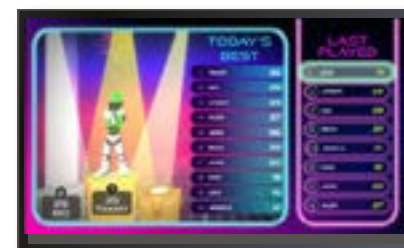
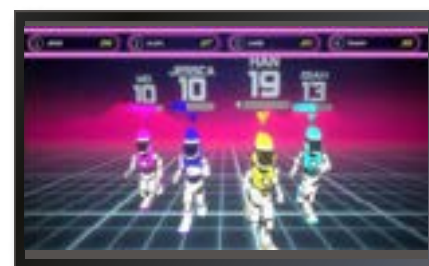


**An interactive hunt-the-lights challenge that's perfect for individual free play and competitive team adventures.**

- Players climb, crawl and run through obstacles in a fun-filled rush to hit pods and score points
- A simple and inclusive team-based or individual game that every guest can enjoy, without the complication of RFID
- Offers a new revenue stream, attracting birthday party groups, student challenges and corporate team building
- 3 game modes for group challenges, unsupervised staggered starts and free play



Large display screens



Large Display Screen, Touchscreen



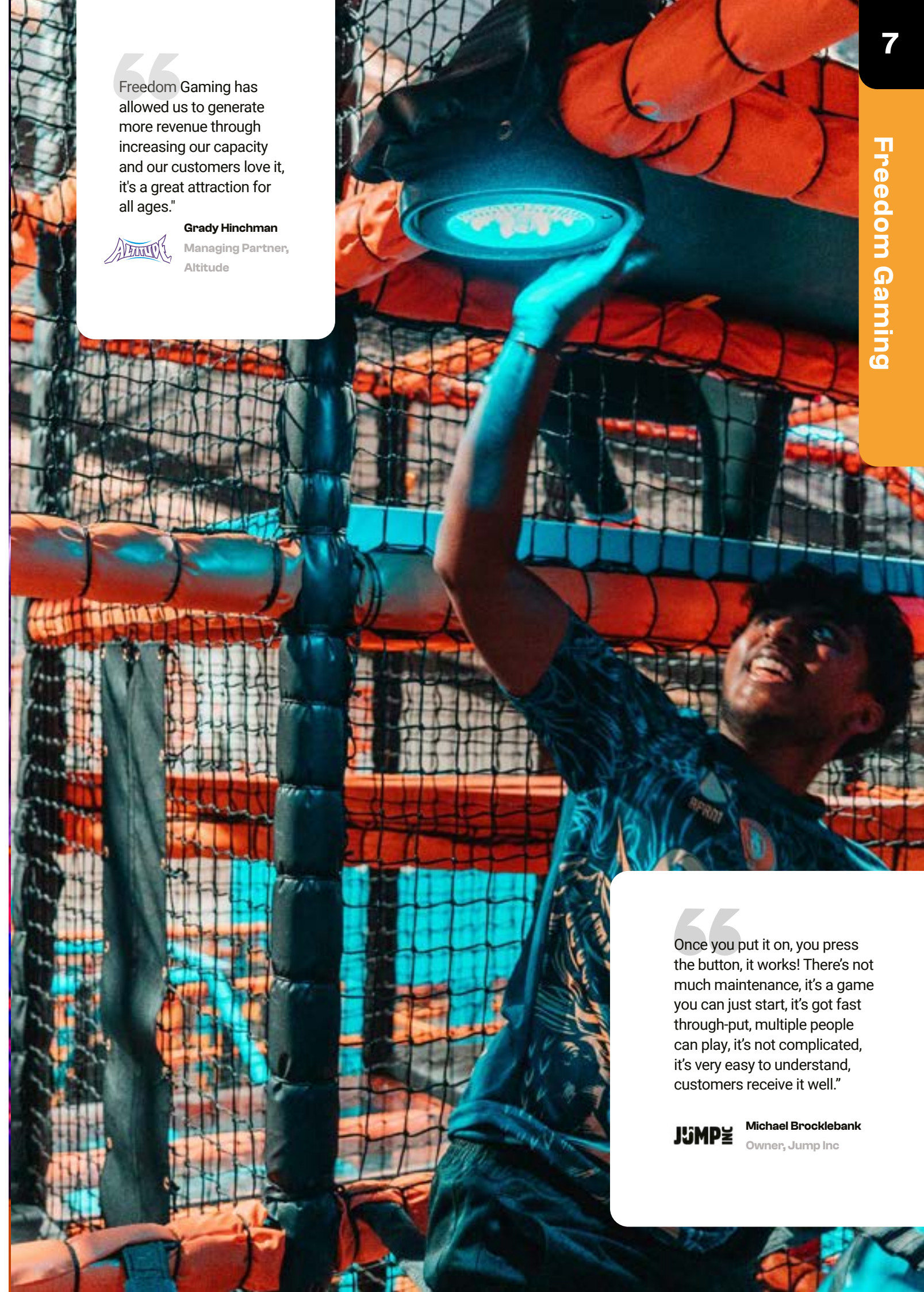
Loudspeakers, Control Box, Lightpods



“Freedom Gaming has allowed us to generate more revenue through increasing our capacity and our customers love it, it's a great attraction for all ages.”



**Grady Hinchman**  
Managing Partner,  
Altitude



“Once you put it on, you press the button, it works! There's not much maintenance, it's a game you can just start, it's got fast through-put, multiple people can play, it's not complicated, it's very easy to understand, customers receive it well.”

**JUMP** **Michael Brocklebank**  
Owner, Jump Inc



# ONE GAME SYSTEM, MULTIPLE WAYS TO PLAY

*The Play Company*



## Adventure Arenas

- Proven as a standalone chargeable activity
- A powerful differentiator for any indoor entertainment centre



## Indoor Playground

- Expand your target audience – attracts older kids and parties for 9+ years
- Easily integrated into existing soft play structures

*Sidijk*



## System Size Options

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

Basic Game Zone	30 PODS
Standard Game Zone	45 PODS
Mid-Size Game Arena	60 PODS
Full Game Arena	75 PODS
Adventure Maze	90 PODS
Large Adventure Maze	105 PODS
Labyrinth	120 PODS

## Three unique game modes:



## Why Freedom Gaming?

### Low Cost of Maintenance

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

### 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.

### Improved Profitability

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

### 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!

### 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.







**An interactive light challenge that's a perfect addition to Ninja courses, for individuals or groups.**

- An ideal way to add excitement and competition to an existing Ninja course
- 16 coloured lightpods and large scoreboard screen, with two gameplay options: One group game, one 4-way race
- Easy to start and fun to play. Perfect for birthday party groups or impromptu competitions



*Large display screen*



*49" Large Display Screen*



*Control Box*

*16 Pods Including Two Game Quickstart Pods*



"We wanted something that could be used by everyone from toddlers to adults. The NinjaPods arena ticks those boxes."

**AIRHOP** Adam Hemming  
AirHop, Bristol

"Some of the bigger attractions like the slides cost around £50,000; they [NinjaPods] add to the existing attractions without breaking the bank."

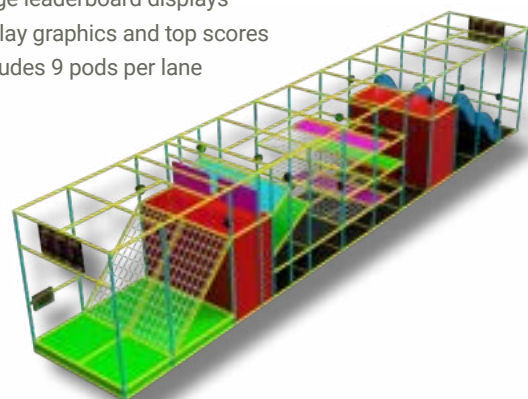
**JUMP** Michael Brocklebank  
Owner, Jump Inc



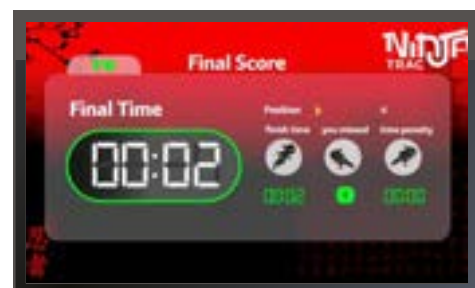
# NINJA TRAC

**Race to hit out the pods as you pass through the obstacle/Ninja course.**

- A 1- or 2-lane race timer with interactive pods; hit them all to avoid time penalties before you stop the clock
- NinjaTrac is equally suited to upgrading an existing Ninja run or creating a brand new, high-tech feature
- Large leaderboard displays
- In-play graphics and top scores
- Includes 9 pods per lane



2x Large display screens



Touchscreen



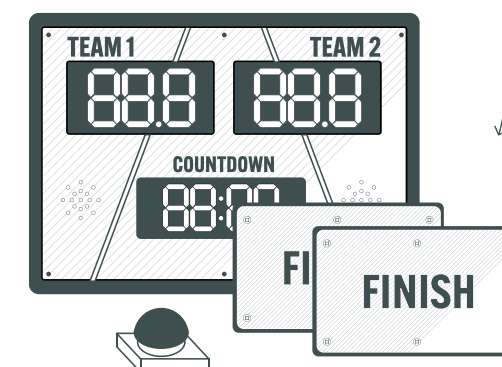
## TRIGGER TRAC

**A simple raceway timer that's essential for Ninja runs and obstacle courses.**

- Exciting sound effects and super accurate timing
- Easy to integrate into any existing installation
- Use with our leaderboard to track winning times

Large Score Box

Pressure "Stop" Panels



Start Button







LED-lit  
graphic panel



Customised branding

**Epic interactive target system for multi-sport pitches. Perfect for soccer, handball and penalty shootouts.**

- Exciting sound effects and fast-paced gameplay make PowrPlay attractive to kids of all ages
- Competitive challenges are ideal for team games and birthday parties
- Three-minute game ensures a fast throughput of customers



“We added Soccertot style sessions for added value perception. Sessions are always fully booked, and the kids love it, they can't get enough!”



**Jeremy Appiah**  
Manager,  
FlipOut Somerset, UK



“Before, when we had just a standard football court, kids got bored. Now we have the football court with PowrPlay, with flashing lights, noise, a scoreboard, it makes it a whole new experience. Parents like to play with the kids and enjoy it, too.”



**Damian North**  
Director, Rascals Party and  
Play Centre





## A real life 2-team shoot 'em up!

- Choose from 4 to 12 interactive targets for a 2-minute 2-team game, using foam ball cannon balls
- Brightly lit targets flash, make noise and record a score when hit
- Encourages teamwork for more fun and longer engagement



Customised branding

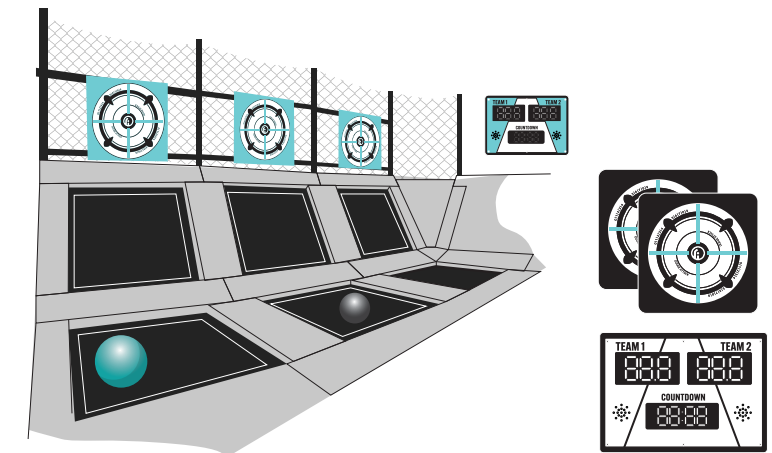


“DodgeAttack has gone down extremely well with customers, making the dodgeball court an exciting focal point of fun for a much wider range of kids and teens.”

**rush** SAM WILLIAMS  
RUSH Trampoline Park, UK

## An interactive target system that will transform your dodgeball court.

- 2-minutes of intense attack and defence that's perfect for parties, corporate events and sports training
- Multiple system sizes available from a head-to-head 2-target game to a full team 8-target system
- Works brilliantly as a side-by-side shooting gallery for 2-target systems
- Retro-fits easily into any existing dodgeball court
- Also ideal for non-trampoline multi-sports arenas







AeroStrike is proving not only to be popular with customers, but from a maintenance perspective, it requires zero attention, due to its robust construction and design."



**Lyn Presence**  
Parents Paradise



## An interactive "Walk-the-Wall" challenge that will take players to new heights.

- Eye-catching differentiating feature
- Attracts a new user group of teens and above
- Three different game levels to challenge all players from beginner to advanced
- Post challenges and competition scores on social media to create a buzz

“

As soon as we were able to use it people got competitive and started to use the wall in a new way. And they love it! Plus we can use WallRider for instruction with new users. Basically, it's really cool and it's given that area a whole new lease of life.”



**Nathan Stanley**  
Manager, SuperTramp,  
Plymouth, UK



## The 1v1 all-action, high-tech, high-tempo target game.

- Brightly lit targets and exciting sounds bring an interactive element to classic shooting galleries or cage ball arenas
- One-touch start launches the game and the scoreboard tracks goals scored, so no supervision required
- 2-minutes of frantic attack and defence before the winner is crowned victorious
- Available as a 2-, 4- or 6-target game





# CardioWall® FREESTYLE DUO

**Two speed and reaction panels, with sound, lights and exciting challenges for twice the fun.**

- Play individually to reach a top score, or duel in pairs
- Great fun for all ages; ideal for leaderboard challenges and social media marketing
- LED backlit for a greater presence
- Two exciting games to test speed and reaction
- Custom graphic panels to match any branding
- Perfect for soft play frames or above trampolines

*Customised branding* →



“Very popular, people love it. Older kids/teenagers like it even more - they like it for fitness and they don't look silly in front of their mates if they can't do flips, etc. Everyone can use the CardioWall.”



**Paul, Duty Manager**  
Go Air Cardiff

“Our customers love it, it's something completely different. It takes up such a small amount of space but brings so much to our park.”



**Clair Cambell**  
Manager, Red Kangaroo,  
Coventry





**A unique reaction challenge for engaging teens at trampoline parks, testing bounce control and hand speed.**

- Best installed above trampoline beds
- Perfect as a pair ("Duo") for direct competition between players
- Physically demanding – an energetic game for teens and adults
- Choose moulding colours to match your interior



## SKYPODS

**A multi-sensor reaction challenge with customisable layouts to create an exciting game space.**

- Pick from 5, 7 or 9 pods, then double it up for a SkyPods Duo battle
- An exhilarating game that pushes your physical and mental limits
- Use creative backing graphics to create an eye-catching feature piece
- Position above trampolines or within soft play structures

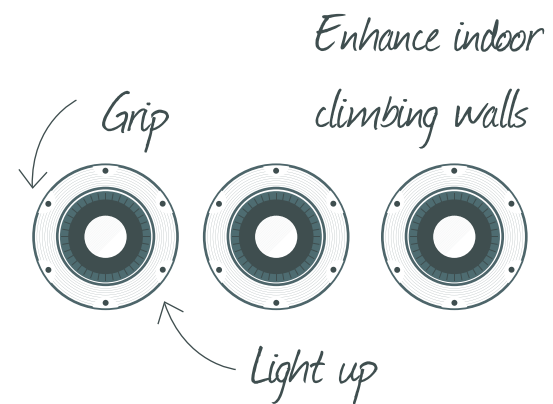




# TrailBlazer TRAVERSE

**A rope-free interactive climbing wall to test agility and coordination.**

- Highly stimulating for ages 5-13 and ideal for party groups
- Game display, LED-lit comfortable grips and electronic scoreboard create an addictive and exciting game
- Customisable graphic back panels
- Unique, easy hold interactive grips, comfortable for use without shoes.
- Suitable for 5+ years, ideal with small groups
- 2 exciting game modes for individual, group and free play
- Small footprint makes TrailBlazer a versatile addition to any venue



“Our TrailBlazer is perfectly located, right in the middle of the park. When the kids see it, they literally start hopping with excitement.”

**General Manager**  
Air Arena, Chichester, UK



“I really love this product! It's our favourite! Especially the Chaser game, which is brilliant for birthday party groups.”

**hangar 646**  
Marcin Konefal  
Co-Owner, Hangar 646,  
Poland





## Create an adrenaline-packed interactive climbing challenge.

- How it works: We provide a set of 9 (single lane), or 18 (two lane) lightpods, a tablet and leaderboard - you set the route
- Three exciting game options – players score points for every pod hit in this fast and furious race
- Adjustable game times make it perfect for competitions and a fast throughput
- Great for introducing climbing to young or novice climbers



# TrailBlazer

GRIPKIT

## Create your own grip layout with interactive holds – ideal for new installations; easy to retrofit into existing walls.

- Gamify an existing climbing / bouldering wall by adding interactive grips
- Includes electronic scoreboard, sound system, plus interactive and inert hand and foot grips
- Works with wooden or polymer board mount
- 2 exciting game modes for individual, group and free play

“SkyClimb has really excited all of our customers. They all love the competitive challenge, it creates a buzz, and it looks every bit as eye-catching as the Clip n Climb feature walls next to it. Plus it has made previous climbing group customers want to come back for another visit. It's brilliant for us.”

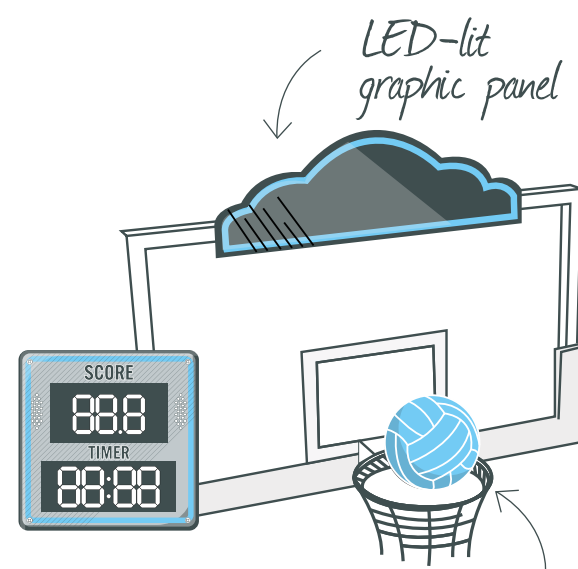
**JUMP** **Michael Brocklebank**  
Owner, Jump Inc





## Interactive scoring hoops that take slam-dunking to the next level.

- Add our interactive sensor and LED-lit graphic panel\* to a new or existing backboard and hoop
- Lights, sounds and scoring make this a must-have feature
- Every player is against the clock – 1-minute to prove your speed and accuracy
- Maximise impact by adding BattleBaskets to every hoop in your park



\*LED graphic panels only suitable for standard-sized backboards – contact us for more information

Sensor

“An underused area of our park has been completely transformed. The lights and sounds really draw all of our customers towards the area, and we can now run daily competitions which add extra value to any of our customers' visits.”



Hope Reynolds  
Assistant Manager,  
FlipOut Somerset



## Add silly sound effects for endless fun and laughter to punchbags and softplay.

- A fantastic addition to any obstacle course punchbag or softplay feature
- The soundbar is activated with a simple hit, letting out a range of hilarious sounds that kids will love
- Mains powered - the sound bar is easily installed





# YOU PURCHASE WE PLANT



**At Rugged, we try to do all we can to protect the environment and reduce our carbon footprint. That's why for every product sold, we plant trees on your behalf with Plant One to offset any carbon produced during the manufacturing process.**

→ We launched our 'plant a tree' initiative in October 2021 and have already planted hundreds of trees on behalf of our partners and friends

→ Our Rugged 'boffin' calculated the average CO2 produced by each of our products. Based on product weight, we then worked out how many trees we would need to offset the CO2, and more, to make us super carbon negative

→ For every product purchased, we plant trees in the Southwest of England  
→ The bigger the product, the more trees we plant







[www.rugged-interactive.com](http://www.rugged-interactive.com)

**+44 (0) 1726 981 123**

**[sales@rugged-interactive.com](mailto:sales@rugged-interactive.com)**

#### HEAD OFFICE

Rugged Interactive  
Unit 1, Callywith Court,  
Callywith Gate Ind. Est.  
Bodmin, Cornwall  
United Kingdom, PL31 2RQ

#### SALES OFFICE

Rugged Interactive  
Future Space  
UWE North Gate  
Filton Road, Bristol  
United Kingdom, BS34 8RB

“  
Customers comment on our  
interactives and see we’ve  
got something new and love  
it, it brings the kids back, it’s  
something new to do.”



**Damian North**

Director, Rascals Party  
and Play Centre

Rugged Interactive is the trading name of Design for Sport Developments Ltd.

CRN: 07114134.

Address: Rugged Interactive, Unit 1 Callywith Court, Bodmin, Cornwall, PL31 2RQ.

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