



rugged. interactive

# World Leading Innovation for Active Fun.

Issue: May 2025

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



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# 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 most 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 Games 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.



## Designed & Manufactured in Cornwall, UK

At Rugged Interactive, we take pride in crafting all our products right here in Cornwall, UK. Each item is meticulously made with the highest quality materials, ensuring durability and excellence. Our commitment to local craftsmanship not only supports the community but also guarantees that you receive the very best in every purchase.





# GAMIFICATION ACROSS THE GLOBE

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



**30000+**  
Happy Customers  
and Counting!



**65+**  
Countries we've brought  
innovative interactive to

**50000+**  
Active Installations  
across the world



**30+**  
Global partners

# YOU PURCHASE, WE PLANT

## Carbon O ffsetting Tree Planting

We're on a mission to be carbon neutral, We work together with local company Plant One. For every product we sell at Rugged, we plant trees with the Cornwall-based charity, so the larger the product (and its manufacturing output), the more trees we plant!



**22.5k**  
metric tons of CO2 Offset\*  
\*112k Car Miles Equivalent

**£9.8k**  
Donated to Plant One  
(as of Dec 2024)

**833**  
Trees Planted

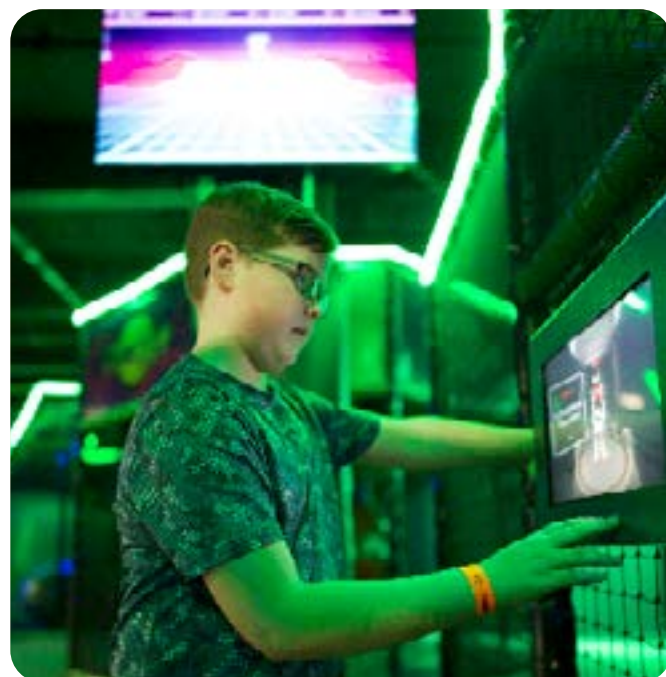
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# FREEDOM GAMING

**Freedom Gaming is the ultimate interactive team adventure for indoor play.**

Combining tech and action, players navigate obstacles to score points for their team. Ideal for parties and events, it promotes communication and teamwork for all ages. With user-friendly technology and customisable options, it's perfect for any indoor entertainment centre.



“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.”

**JUMP** Michael Brocklebank  
Owner of Jump Inc

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Increased Repeat Customers by

**31%**

Altitude Oswego,  
Trampoline Park,  
USA



## Simple, Inclusive & Fun

Our interactive concept is simple to understand for all ages and abilities. It also encourages communication and teamwork!



## Tech & Action Perfectly Combined

Players climb, crawl and run through obstacles in a fun-filled rush to hit pods and score points.



## Ultra Versatile

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



## Improved Profitability

Offers a new revenue stream attracting birthday party groups. 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.

## » Included Games



Freedom Gaming



With **2.5M+** plays there's a reason players keep coming back for more!

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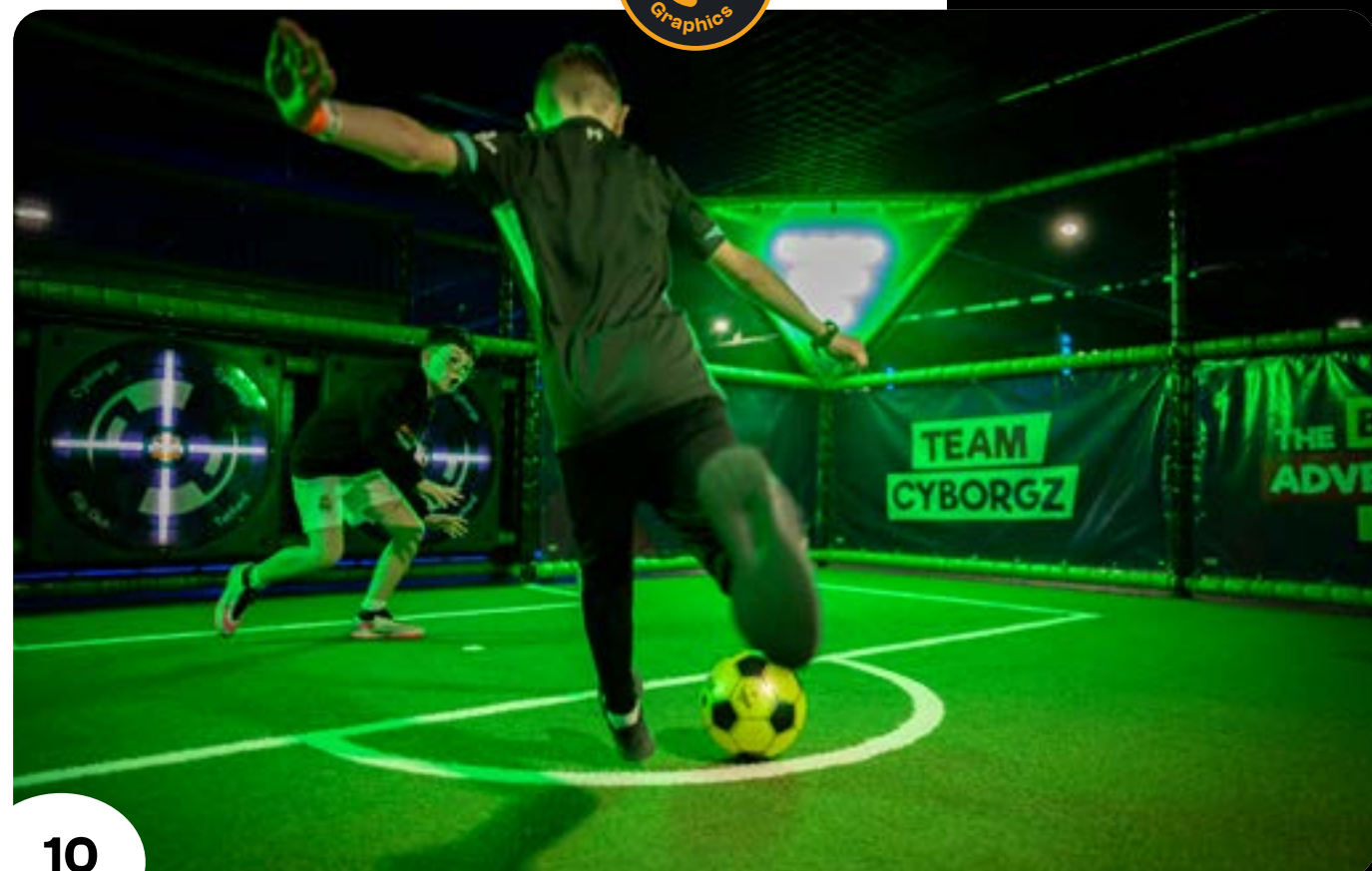


# POWRPLAY



## PowrPlay is an exciting interactive soccer target game for multi-sport pitches.

Electronic scoreboards track each goal scored and display the winning team. Ideal for soccer, handball and penalty shootouts.



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## Simple to Operate

One-touch start button launches the game and no minimum team size is required. Suitable for all ages and abilities.



## Exciting & Energetic

Flashing targets, exciting sound effects and fun gameplay make PowrPlay perfect for any children's party or free play sessions!



## Easy to Retrofit

PowrPlay is easy to retrofit into an existing multi-sports space. Turn your empty space into an engaging environment to develop skills!



## Multi-Sport Application

Our interactive concept is simple to understand for all ages and abilities. It also encourages communication and teamwork!

## Target Games



“Before, when we had just a standard football court, players 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 players and enjoy it, too.”



**Damian North**  
Director of Rascals Party & Play Centre



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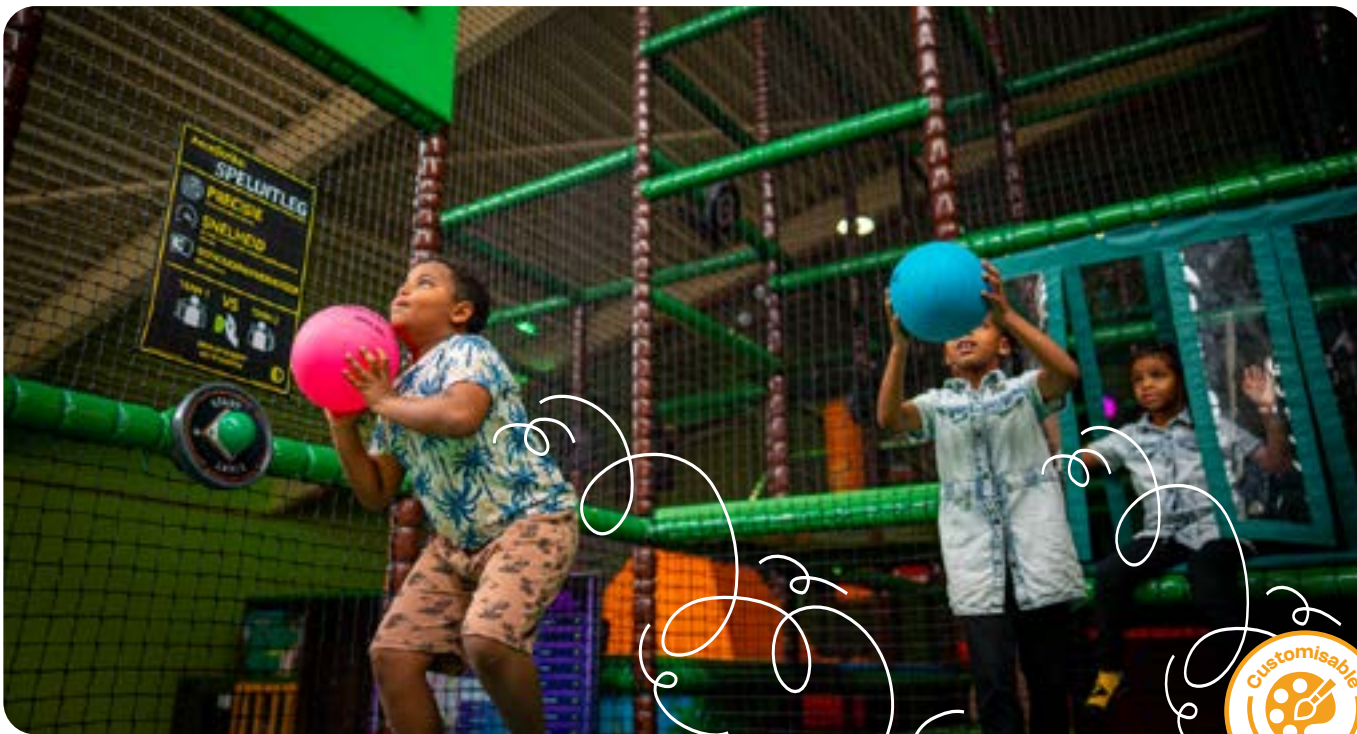


# AEROSTRIKE



**An interactive throwing challenge to develop coordination and teamwork. A 1v1 or multi-player game suitable for any play frame.**

Gain points for every goal scored as you aim to beat your opponent. Brightly lit targets will flash and make exciting sounds when a point is scored. AeroStrike brings cageball or shooting galleries to life. AeroStrike consists of 2, 4 or 6 targets, 1 scoreboard, 1 start button and with all cables supplied. It is quick and easy to install to any suitable structure.



“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**  
Owner of Parents Paradise



## High Tech & Unique

Brightly lit targets and exciting sounds bring an interactive element to classic shooting galleries or cage ball arenas, maximising fun for all players.



## Easy to Retrofit

AeroStrike can be easily fitted into an existing play frame or under used space to transform the experience for player.



## Customisable Graphics

Match your AeroStrike interactive targets and scoreboard to your venue colours with bespoke graphics - UV options also available.



## Straightforward to Use

Players use the one-touch start button to launch the game. No supervision required, the scoreboard tracks goals scored and indicates the winning player.



## Durable

The targets are sturdy and robust, and backed up by a 12-month warranty.





# DODGE ATTACK

**DodgeAttack is a robust, high-tech, interactive target game that brings a new dimension to any venue for players.**

Turn your dodgeball court into an all-lights, all-action arena.



## Quick Game

Every game is fixed at 2-minutes ensuring a good throughput of customers.



## All-in-One

All sets of 2 to 8 targets come equipped with sounds, lights, a scoreboard, and a game timer. With the timer managing gameplay, there's no need for court monitors, allowing operators to save on staffing costs!



## Suitable for all Ages

Players score points by hitting light up targets in a fun filled throwing game. Position side-by-side for a game of speed and accuracy, or head-to-head to create a competitive individual or team challenge.

“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.”



Sam Williams  
RUSH Trampoline Park, UK



# BALLISTICS SHOOTING GALLERY



## Lights and Sounds

Brightly lit targets flash with each hit, accompanied by fun sound effects. Players watch the countdown clock and see their scores rise as two teams enjoy the game!



## More Tech, More Fun

Quick and easy to install in a new arena or retrofit into an existing ball cannon zone, this upgrade transforms gameplay with exciting interactive technology!

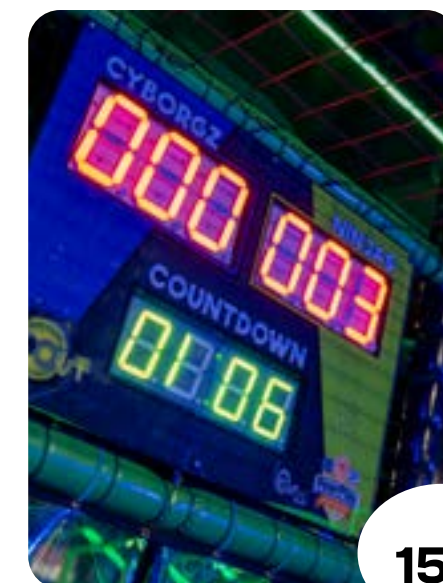
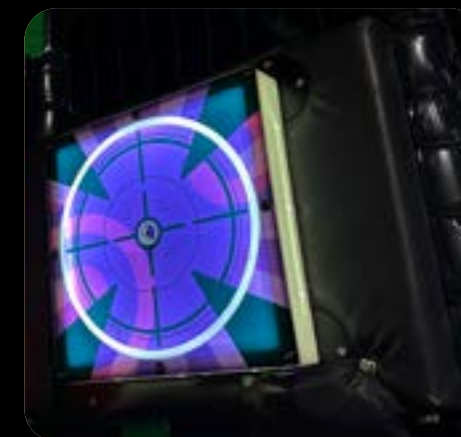
## A real-life shoot-em-up game – fun for all the family!

This 2-minute game is fun and engaging! The interactive targets light up each time they are hit, and the scoreboard tracks points for each team. At the end of the game, the winning score is displayed in a celebratory way!



## Ball Cannon or Dart Guns

The target sensitivity is suitable to work with both ball cannons and direct hits from nerf-style darts, making this a super-versatile solution.





# FREESTYLE DUO



**Add a competitive challenge to your venue with our fully customisable dual reaction walls.**

Our most popular product used in hundreds of parks around the world!



## Fun for all Ages

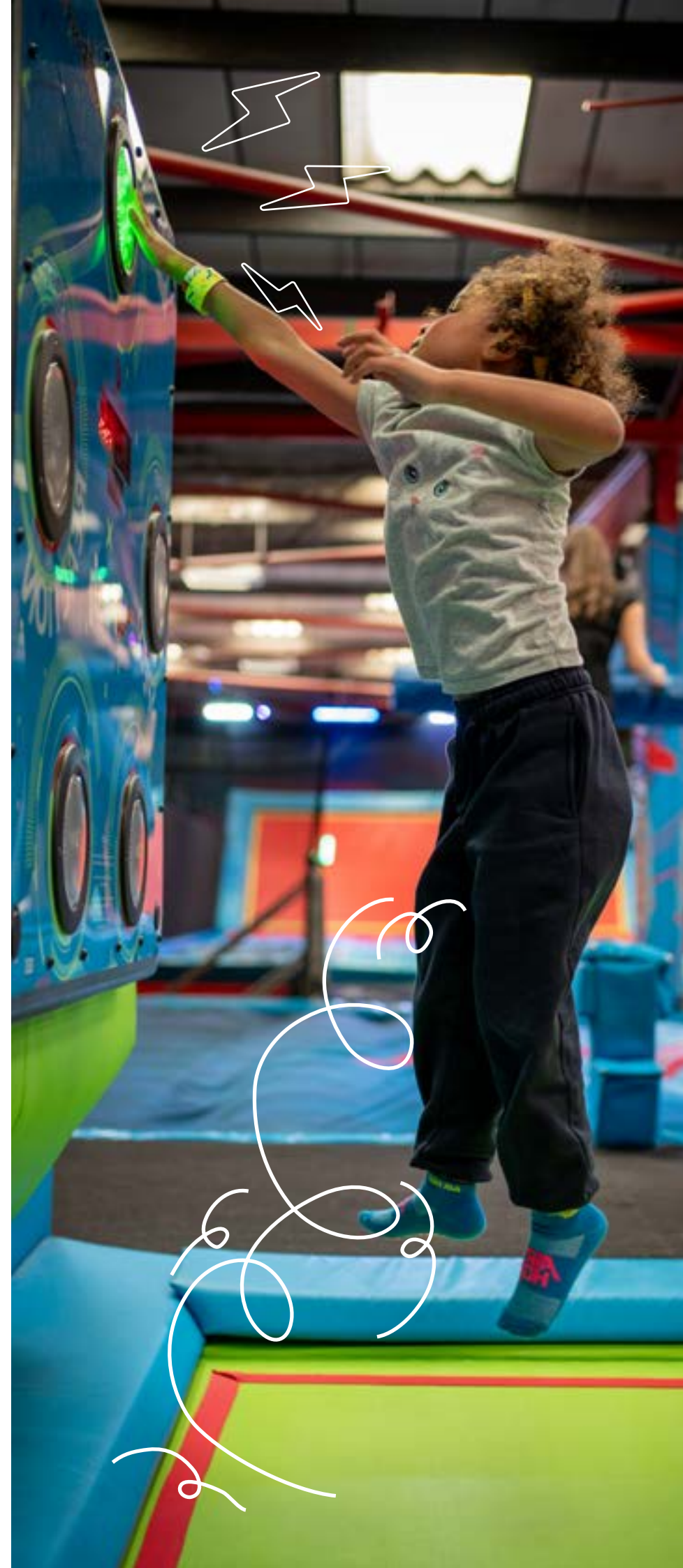
One-touch 'QuickStart' games ensure easy operation for players of all ages.



“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.”



**Claire Campbell, Manager**  
Red Kangaroo, Coventry



## Engaging & Motivational

Players score points with every correct hit, testing reaction speed, visual alertness, hand-eye coordination.



## Eye-catching and Unique

With fully customisable graphics, the FreeStyle Duo is guaranteed to create a buzz and make your venue stand out.



## Multiplayer

Players play individually or battle it out head-to-head. The winner is rewarded with an attention-grabbing display for maximum player excitement.



## Durable

The robust design, featuring an indestructible body-shell and easy swap-out LED lightpods, guarantees trouble-free operation.

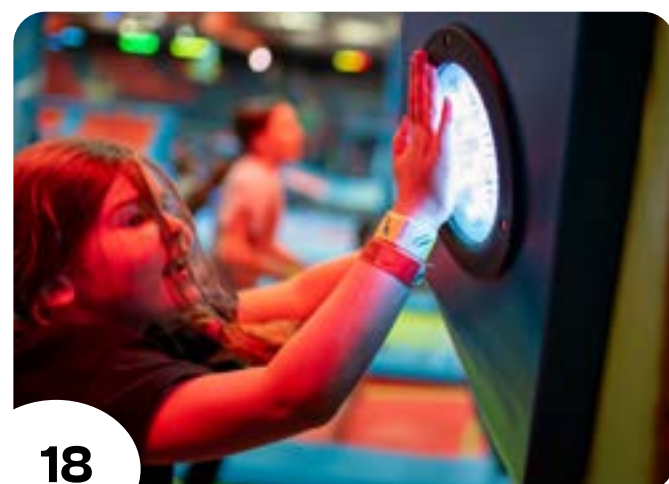
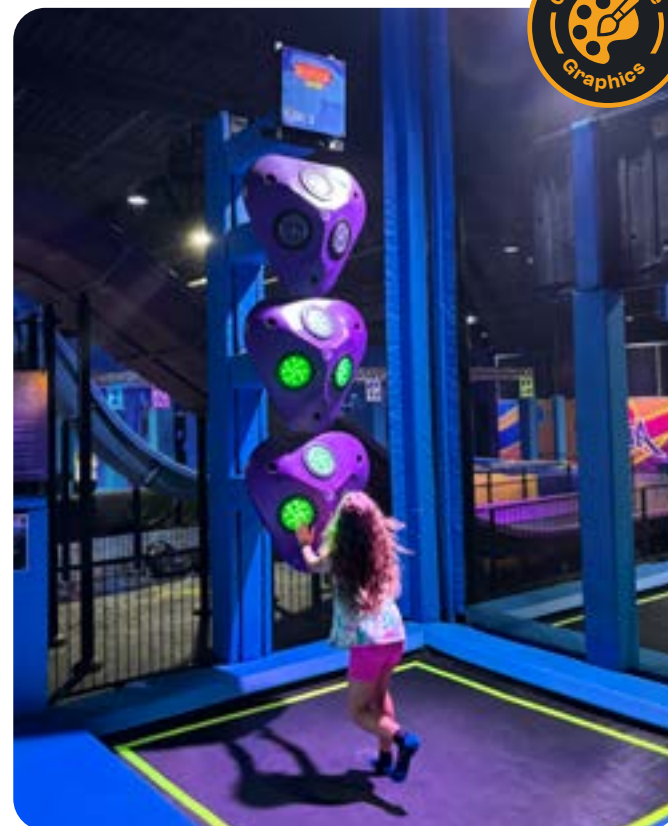


# HIGH-9

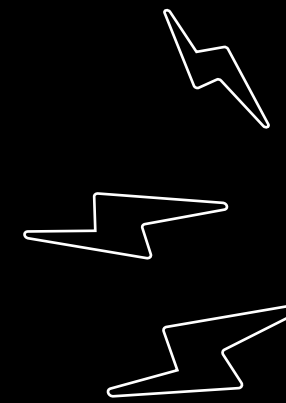


**A unique reaction challenge for engaging teens at trampoline parks, testing bounce control and hand speed.**

Create different install variations and compliment your trampoline park areas with these easy to function interactive robust moulds.



## Moulding Colours



## Versatile Gameplay

Perfect as a pair ("Duo") for direct competition between players



## Exciting and Energetic

Physically demanding - an energetic game for teens and adults



## Fully Customisable

Choose moulding colours as well as graphics to match your interior





# SKYPODS



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

SkyPods encourage competition and motivate players to play for longer. Score a point for every correct hit, competing individually to build a huge score or directly against another player.



## Flexible & Space Efficient

SkyPods are super versatile and can be installed in any configuration of 5, 7, or 9 pods, and as a competing pair (SkyPods Duo.)



## Durable

SkyPods are robust and offer trouble-free operation, with easy swap-out LED light pods, plus 12-month warranty on electronics.



## Fully Customisable

Choose your own formation and add creative backing graphics to make a compelling, eye-catching feature, to suit the space available.



## Freestyle Fitness

Go high, low, left, right – SkyPods give you a surprisingly intense workout. They are a great challenge of agility, reaction speed and mental alertness for players of all ages.

# TRIGGER TRAC ⚡

**Raceway timers redefined. Give your obstacle course a whole new lease of life with TriggerTrac!**

Our easy-to-use raceway timer integrates seamlessly into any venue or indoor playground obstacle course, adding excitement and friendly competition for all ages.



“It’s important our products have longevity, and TriggerTrac was an easy retrofit to replace the Race Track which was a problem area in our park, needing fixing often and being closed off most of the time. It’s gone from the least, to the most popular area in Safari Play Milton Keynes.”



**Gordon Foster**  
Owner of Safari Play



## Easy to Use

TriggerTrac requires no marshal or supervision. Players simply hit the start button and off they go!



## Creates Challenge

Fosters friendly competition and encouraging repeated play for all ages.



## Revitalise Your Obstacle Course

Give your obstacle course a whole new lease of life and create a real buzz in your park with this interactive timer! Kids will love the challenge to beat their friend's time or their own previous time.





# NINJA PODS

## Create a competitive, electronic playground in any structure!

Lightpods mounted around a ninja frame light up and create a world of fun as players chase colours around the ninja or structure.



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

**AIRHOP**  
Adam Hemming  
Airhop Bristol



## Multi-player

Play individually or as part of a team as you chase the coloured NinjaPods, scoring points with every hit to claim the glory.



## Repeat the Challenge

Players earn a final score based on the pods they hit. The electronic scoreboard showcases exciting in-game graphics.



## Durable by Design

Manufactured in robust materials chosen for their durability over time, NinjaPods can take anything that is thrown at them.

# NINJA TRAC

## Create an exciting new attraction for kids to go through an obstacle course hitting pods to avoid time penalties!

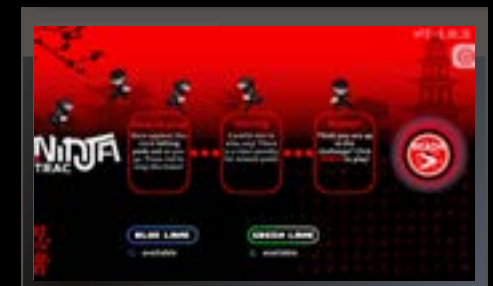
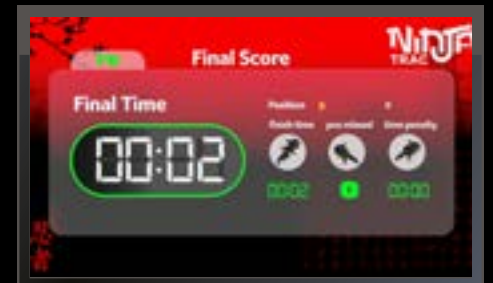
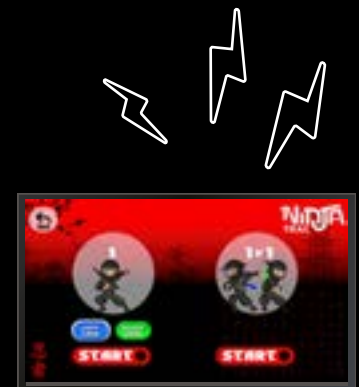
Lightpods are mounted around a Ninja course, race through the obstacle course, pressing your pods on the way to avoid a time penalty, try to achieve the quickest time possible!

## Obstacle Course & Play Frame Design

Partners can design an exciting obstacle course or play frame tailored to your target age group. Work with them to select obstacles, plan their layout, and decide where to position the lightpods for maximum fun.



Reaction / Timing Games



## Multi-player

Play individually or go head to head as you race to hit the coloured pods throughout the ninja course scoring points to claim the glory.



# TRAILBLAZER TRAVERSE

## Versatile, interactive climbing for the whole family!

A rope-free interactive climbing wall to test agility and coordination. With fully customisable graphic panels - these are a visually striking centrepiece that challenges players to score points by pressing illuminated grips while climbing. Accommodating up to 8 players at once, it guarantees fun for all.



TrailBlazer TRAVERSE



## Fun for All

Our easy-to-hold grips and comfortable foot-holes for trampoline socks make it the perfect climbing challenge for ages 5 to adult.

“The TrailBlazer looks new and fresh and continues to work after years of use.”



Gordon Foster  
Owner Safari Play



# TRAILBLAZER GRIPKIT

## Create your own custom climbing adventures using our flexible GripKit!

We provide a box of interactive hand grips, inert hand and foot grips, and an electronic scoreboard. You select your backdrop and layout, set the route, and watch the fun unfold!



## Socially Engaging

TrailBlazer can be played solo or in groups and fosters social skills through teamwork and communication.



TrailBlazer GRIPKIT



## Perfect for Parties

TrailBlazer features multiple game programs, making it perfect for groups of players and adding an exciting new dimension to the popular venue experience.



## Distinctive & High Tech

Personalise the large graphic area with your design, with multi-coloured light-up grips, a digital scoreboard, and audio commands, players will climb longer and return for more!



## Accessible and Inclusive

User-friendly with one-touch starts, clear spoken instructions, and engaging games, it is especially effective for individuals with autism spectrum conditions.



# BATTLE BASKETS

**Take your basketball hoops to the next level with BattleBaskets, our interactive basketball system.**

The interactive LED-lit custom graphic display turns your ordinary hoops into a must-have feature that visitors of all ages will love.



## Beat the Clock

Excite your guests with an arcade-like experience that motivates players to accurately aim and shoot to score the most baskets before the timer runs out



## Make it a Feature Piece

BattleBaskets' LED-lit panels are a real attention-grabber - drawing guests to the feature and encouraging players of all ages to compete together and play for longer.



## Simple Retrofit Solution

BattleBaskets has been designed to be a simple upgrade solution for all indoor basketball courts. A great way to add a competitive challenge to your court.



# TALKING BAGS

**Add silly sound effects for endless fun and laughter to punchbags and venue.**

TalkingBags is the perfect addition to any obstacle course punchbag or venue feature. The soundbar can be activated with a simple hit - letting out a range of hilarious sounds that players will love!



## Easy to Install

TalkingBags is mains-powered and easily installs above a punch bag or venue feature, with a sensor and cable ready to release sounds upon contact.

**With 6 audio channels, each with 10 triggering sounds! Including:**

- » Laughs
- » Burps
- » Farts
- » Animal sounds



## The Funniest Upgrade Around

TalkingBags is an ideal addition to any obstacle course punch bag or venue feature, activating with a hit to unleash a range of hilarious sounds!



# CASE STUDIES

## SOFT PLAY CASE STUDY



Rascals Party and Play Centre has seen the power of interactive products over the past 18 months, incorporating Rugged Interactive attractions to stay relevant and exciting in the indoor fun sector.

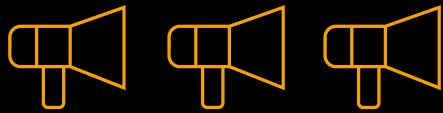


Aiming to blend soft play with interactive products, Rascals created a **premium space for kids up to 12**. Over **18 months**, they invested in multiple Rugged products, including Freedom Gaming. This strategy broadened their audience, boosted engagement, and increased ticket prices. **As a result, revenue grew by 22% and admission and party sales by 10%.**



“Their equipment is indeed Rugged, and we have not had one negative issue with any of their equipment despite attempts by children to give it a thorough test of toughness!”

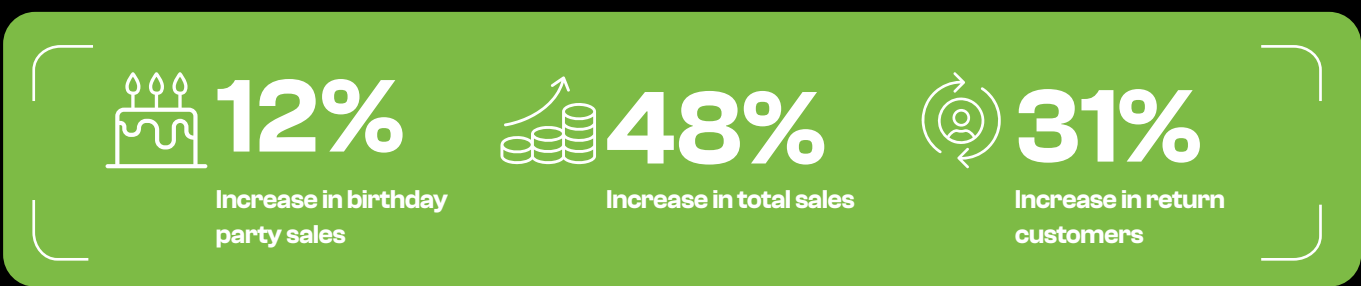
**Damian North**  
Director of Rascals Party and Play Centre



## TRAMPOLINE PARK CASE STUDY



Altitude Oswego’s exciting remodelling project in October 2023 has brought new attractions and interactives to customers, catering to kids of all ages and offering active fun that’s ahead of the competition.



Altitude Oswego, Illinois, is part of the Altitude Trampoline Park Franchise, one of over **75 indoor adventure parks internationally**, offering 'Active Family Fun'. As a huge name in the indoor fun sector, it's great to see multiple Altitude trampoline sites investing in Rugged Interactive solutions, bringing gamification to customers across the globe.

New attractions feature a **Freedom Gaming Strike Arena, AeroStrike targets, a Ninja Run with our TriggerTrac** technology, a giant soft play for juniors, and a toddler soft play, seamless gameplay.





# CUSTOM GRAPHICS



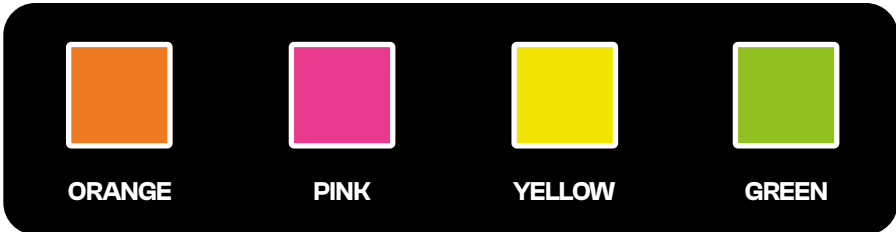
Use our template to design your own graphics, or let our in-house design team come up with a cool concept, based on your brief.

Customise your interactive targets and scoreboard with unique graphics to match your venue colours and theming.



## Branding

Make your Rugged product unique with cool custom graphics that use your park's colours, characters and theming.



## Neon Colours

We can also offer vivid neon graphics which come to life under specialist lighting for night time or teen sessions!



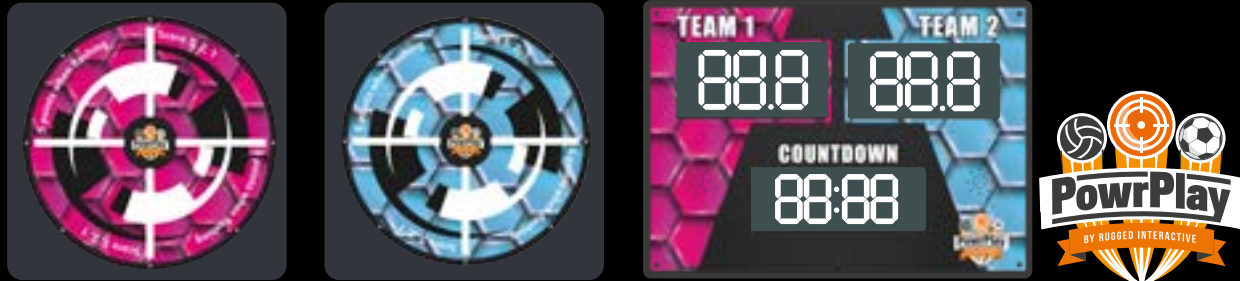
**SCAN**  
the QR code to explore  
our latest designs!



## AeroStrike



## PowrPlay



## FreeStyle Duo



## TrailBlazer Traverse







**rugged. interactive**

## **CONTACT:**

### **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

### **EMAIL**

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

### **PHONE**

+44 (0) 1726 981123

### **WEBSITE**

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

# **SCAN ME**

**TO SCHEDULE AN APPOINTMENT**



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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