



Game content from SWAT

air-cushion technology as the company's eagerly-awaited human pinball attraction. Air Racer features a four-lane drag racing strip and four 1-seater cars (alternative configurations are available). Before they board the hovering ride vehicles, passengers must be weighed so that the air pressure underneath the car can be adjusted to ensure a fair race.

An animated character then explains the rules on a giant screen in front of the riders. The challenge is simple: once the lights turn green, passengers must press a button to launch the car down the strip. The rider with the quickest reaction wins and their photograph is displayed on the screen together with their score, much to their family and friends' amusement. Each ride cycle consists of three races.

The Interactive Game Battle, also known as **SWAT**, is a walk-through game in which players attempt to rid a spacecraft of alien forces using laser guns. To prepare for combat they must don a vest equipped with wireless shooting technology. The attraction features four rooms including a briefing area and the action takes place on screens in each subsequent room. This refreshing take on the laser tag concept lasts just over four minutes, with one 60-second film per room.

A virtual race through a besieged city awaits players on **Jet Blaster**. Sat inside futuristic-looking jet racing vehicles, passengers peer inside a 3D 180-degree landscape and prepare for action. This immersive virtual world is enhanced by the moving vehicles, which turn from side to side during the game.

The **Battle of the Parallel Planes** is fun both to ride and watch. The attraction features four disc-shaped ride vehicles that climb up a central tower as the game progresses, according to a player's score.



Each vehicle is equipped with 3D window technology and pitch and roll capabilities to heighten the experience. The player that reaches the top of the tower first is the winner.

Also included as part of the offering at Interactive FC 2.0 are **Battle Ship F1** (The Tumbler), which features a 12-seater capsule that rotates during the game, **Galactic Maze** (themed mirror maze/fun house), **Race to Escape** (4D simulator) and the **Time Machine**, a space-age version of Alterface's interactive theatre featuring the games *Desperados* and *Pirate's Plunder*.

"The games we have developed are designed to be an extension of the arcade experience," says Houben. "What standard video games do not offer is this level of interaction or ride experience. Many of our new products will also feature film-based intellectual properties."

Each of the attractions can easily be adapted to dispense redemption tickets or points. Operators can also increase per cap spending by offering player photos on attractions such as Air Racer and the interactive theatre.

To encourage families to try out the games and attractions when Interactive FC 2.0 opened, visitors were offered any three for AED30 (\$8.15/€5.70). Their high repeatability and competitive game play element also make a loyalty card an interesting proposition, but first guests must become familiar with the games themselves.

"The concept as well as the games are all new," notes Chakraborty. "These are not the standard rides or attractions normally seen in this region. It is therefore imperative that we educate the customer about this completely new concept in indoor entertainment. We are waiting for the end of Ramadan to start pushing the concept more aggressively, including to school groups."

Clearly Fun City has embarked on a learning curve with this new interactive offering, but its managing director confirms it will feature at future entertainment outlets developed by the Landmark Group.

"Immersive, interactive play is going to be the future and we will be at the forefront of developing and designing such centres," declares Chakraborty. "This format can be rolled out to any metropolis where outdoor spaces are limited and there is a large young population."



Fun City al fresco

As it expands into North Africa, the Landmark Group is now also running outdoor attractions, in addition to its Fun City FECs. Last month it added Magic Land, a 175,000 square metre facility in Cairo, to its portfolio. "We plan to completely renovate this park and try to make it the best in the region," says Fun City general manager Sanjay Chakraborty. Watch this space!

BELOW LEFT: Jet Blaster
BELOW CENTRE: Battle of the Parallel Planes
BELOW RIGHT: Interactive Game Battle

