



GAMIFIER

LEVEL UP VISITOR ENGAGEMENT



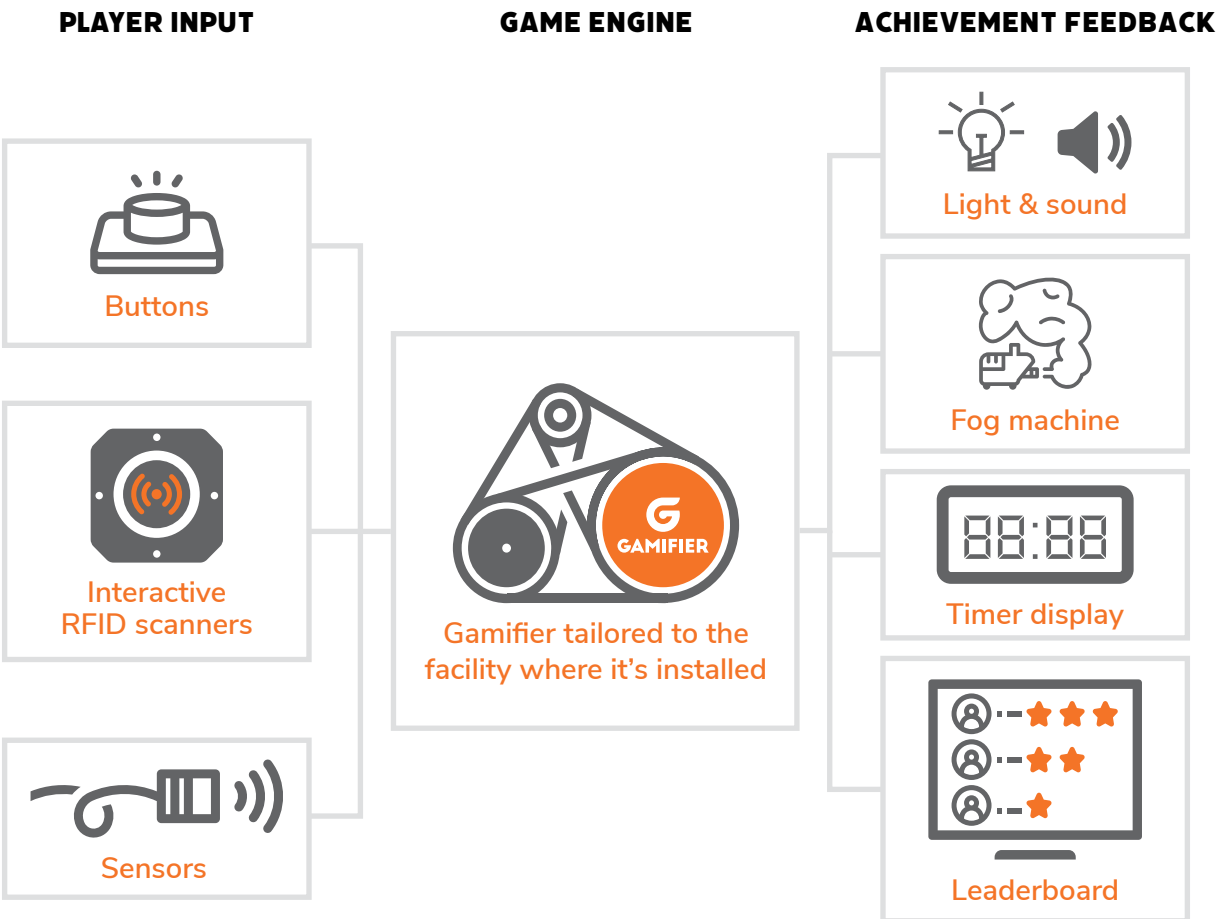
A brand of **Techtopia**

THE PRODUCT


The Gamifier is an interactive scoring platform which applies gamification principles to the world of active entertainment in order to increase the number of repeatable visits. It offers a different experience to each visitor through the addition of multiple games & challenges keeping visitors constantly engaged and giving them a reason to come back again. The platform also collects data on visitors' activity and presents it in a meaningful way for managers to take appropriate decisions to improve their programs, organizations and allocation of resources.




HOW IT WORKS WATCH THE ANIMATION




IDEAL LOCATIONS FOR GAMIFIED ATTRACTIONS

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Family Entertainment Centers



Amusement Parks



Recreational Centers



Adventure Zones

USER EXPERIENCE

1. REGISTER



Users create a profile at a kiosk, register with an e-mail address and receive a **RFID bracelet**.

2. PLAY & SCORE



Users scan their bracelet before & after going on an attraction. The game engine then calculates and adds points to their profile.

3. COMPETE & PROGRESS



The live ranking displayed on TV screens within the center is updated. Users can also access their profile online.

The bracelets collect all the information

The bracelets act as a bridge between analog and digital worlds: they allow the game engine to keep visitors' profile updated in real time and can also serve as a key if features like lockers are in place. Players can have their own personalized bracelets or receive temporary ones for every single visit.

Bracelet options

- Multi-use silicone
- Single-use plastic
- Single-use paper

OPERATOR CONTROLS

CHANGE SETTINGS



System settings

Manage the settings of every component of the Gamifier – from the kiosk to the TV screens.

System status

Monitor the state of all the devices connected to the system.

Credits

If implemented, manage the virtual currency of the system.

Bad words filter

Set a list of words that will not be allowed for use in usernames.

MANAGE VISITORS



Sessions & game modes

Start, change and stop game sessions and playing modes.

Scores & visitor flow

Set the points that are given at each game or checkpoint of an attraction.

Operators can use this feature to redistribute traffic from busy to less popular attractions by increasing the points allocated for completing the latter.

ANALYZE STATISTICS



Games log & players profiles

Access a record of every game ever played and see all the players profiles created with their scores and credits.

Attraction performance chart

See which attractions are doing well and which one are under-performing to advise your future purchases.

Games popularity

Discover which games are the most popular amongst your visitors to devise more appealing programs.

REFERENCE PROJECTS



Funtopia Naperville

Naperville, IL, USA | Family entertainment center

Gamifier retrofitted

Area: 2 750 m² / 29 500 ft²

Number of attractions gamified: 38

Attractions gamified: Kids' walls

Features: Custom interface & games



Playtopia

Querétaro, Mexico | Family entertainment center

Gamifier integrated with initial order

Area: 1 800 m² / 19 500 ft²

Number of attractions gamified: 38

Type of attractions gamified: Kids' walls



Funtopia Sofia

Sofia, Bulgaria | Family entertainment center

Gamifier retrofitted

Area: 1 600 m² / 17 000 ft²

Number of attractions gamified: 21

Type of attractions gamified: Warrior obstacle course, kids' walls

Features: Custom interface & games