

Interactive theaters

a brand new, interactive Game Experience



A unique new, interactive game experience for families and teens is now available from Alterface through 3DBA.

Following two years of research and utilising new technologies previously unseen in the attractions industry, Alterface has created a fun-filled, media based attraction that children, teenagers and parents can all enjoy together.

The first version of the attraction, Desperados, is themed on the Wild West and puts guests right in the heart of the action as they become gun-slinging deputies chasing the bad guys out of town!

The fun begins as visitors climb onto their "horses," which take the form of individually driven motion saddles. Armed with a specially designed gun they face a large projection screen and are welcomed by their host "The Doc", who as well as explaining how to play also provides humorous comment along the way in a mix of pre-recorded footage, real time

video and interactive ride experience. All players aim at the same screen and after a practice session shooting at tin cans, the real action begins with gun fights in the town, a chase across the desert and another stand-off in the saloon!

As the game progresses, each player's score is recorded individually using Alterface's unique "DynaTargets" technology, the figures being displayed on a LED screen in front of each guest. At the end of the game, the three most successful deputies appear on screen and are rewarded by the host of the show.

General information

A custom-made, interactive theatre to house the experience can be built to fit virtually any location and capacities range from 15 to 60 seats. Less than 30 sq. m. is required for a 20 seat theatre, while the attraction can also be incorporated into

"They have never experienced something like this..."

Rudi Rasschaert, CEO Bobbejaanland, Belgium

existing buildings. Hourly throughput is between 160 to 600 guests, with a total experience time of 4.5 minutes, including 3.5 minutes of actual game time. This translates into the operation of eight shows per hour.

The theatre can be supplied complete with all theming, animations and special effects, while non-themed versions are also available to fit into existing facilities. New story lines and themes will be introduced each year and it will be possible to re-theme a theatre when required.

Added options

Rapid pay-out with PhotoStore™ - a digital picture system which is able to create individual and group pictures. The system may also be used to print the picture of the winner to give as a reward if the theatre is operated as pay per game. Merchandising opportunities presented in

an adjacent themed store. Desperados is the first title/theme being utilised in this new interactive theatre concept. The next production will offer a medieval based encounter which will again provide a fun-packed, interactive experience for all the family.

Technical details

Motion base saddle – two piece, polyester moulded "horses". Steel motion base incorporating a 0.5hp electric motor, gearbox and frequency variator.

Guns – The "DynaTarget" laser guns are attached to the saddle via a stress resistant, spiralled steel cable. Each unit features a unique ID which allows the system to allocate the correct points score to each player.

Projection – The theatre features a soft screen (8m x 3m) which is illuminated by a Barco H600 Icon HD (1920 x 1080) projector, 6000 ansi lumens.

Sound – The 5.1 Dolby sound system features five JB Systems Installation Series speakers plus one dual speaker subwoofer and is powered by three STA500 amplifiers and one JB Systems C2 650 subwoofer amplifier.

Key features

- A unique attraction – there's simply no other ride like it anywhere in the world
- An interactive, family attraction easy to use and suitable for virtually all ages
- A group experience – each player is able to check his friend's results
- Instant and simple interaction – players see (scoring on screen) and feel (vibration in the device) exactly what they are doing
- Personally rewarding – the most accurate participants are rewarded by the host of the show and even appear on screen
- A unique attraction – it is a totally new experience, utilising technology never previously seen in the attractions industry
- Available as a full turnkey attraction at an affordable price
- Flexible, quick and easy to install and easy to maintain
- Custom shows and theming available to suit individual facilities
- New standard show and updates on existing shows available annually
- Interactive system can be customised to define the number of interactions, level of (increasing) difficulty, etc.

unlimited in its possibilities



About Alterface

Based in Louvain-la-Neuve, Belgium, Alterface S.A. was founded in 2001 with a mission to provide visitors of the entertainment and edutainment industry with superior shows and productions using the highest standards of technology and quality of works.

Currently the company offers a range of interactive multi-media systems, innovative and life-like, recreational and educational, for museums, science centres and theme parks. It invests continually in several research actions at a European level to provide customers with even more natural and rich interaction capabilities.

The technology developed by Alterface utilises the patent pending Salto engine to combine data grabbed and analysed from the 'real' world with digital data and delivers a real time, enriched experience to the end user. The company focuses entirely on delivering interaction systems for the public environment and as well as its unique technological foundations, it has built up much experience in the design, development and installation of such systems, ranging from throughput management to the design of content and safety regulations.

About 3DBA

3DBA, also based in Belgium, partners with a range of specialist suppliers to develop, market and deliver turnkey, innovative and affordable attractions and entertainment experiences to theme parks, science centres, shopping malls and many other types of entertainment venue and visitor attraction.

The world class attractions and experiences available through 3DBA are developed in association with established design firms and leading technology partners. The company prides itself on integrating proven industrial technologies with cutting-edge entertainment technologies and concepts to create imaginative and compelling new attractions.

3DBA's services include, but are not limited to, facilitating communications between customer and manufacturers from the initial concept to final delivery; advising customers as they develop capital project plans; the re-evaluation of current attraction offerings taking into account the latest industry developments; and the provision of consultancy services for business development and new technology marketing.

For further details on this exciting new attraction please contact:

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