

Alterface to launch new Creative Division and showcase impressive interactive technology line-up at EAS

Visit Booth #2-502 at EAS with live demo of new NOMAD wireless pointing and shooting, Erratic® Ride and Popcorn Revenge®

Wavre, Belgium, 23 August 2018 - Alterface will be participating at EAS in Amsterdam from 25 to 27 September 2018. This largest international trade show for attraction parks and the entertainment industry is organized by trade association IAAPA and attracts yearly over 12,000 visitors.

In order to meet the growing demand for interactive attractions in theme parks and other venues, Alterface has been setting up a totally new and comprehensive Creative Division. The team is seasoned in concept and ride development, as well as storytelling and theming, and can deliver turnkey solutions. The new department will operate alongside the Technologies Division, which develops and implements interactive technologies for rides overseen by industry partners. These include Salto! show control management software, 3D and 4D shooting devices, NOMAD New Optimized Mobile Action Device, gameplay and video mapping, and the non-linear Erratic® Ride. All these proven interactive technologies can be found already in numerous rides around the globe.

Benoit Cornet, CEO & Founder of Alterface, explains: "We invite anyone interested to go interactive to come to us with a basic idea, or even without a clue on how to get started. Our services include specialist advice, technology provision, media production, gameplay definition and storytelling. Alterface can be the driving force in developing a new attraction from A to Z, in close cooperation with its network of complementary expert partners. The outcome will be an attraction puller for the park, entertaining young and old with an unseen and immersive experience."

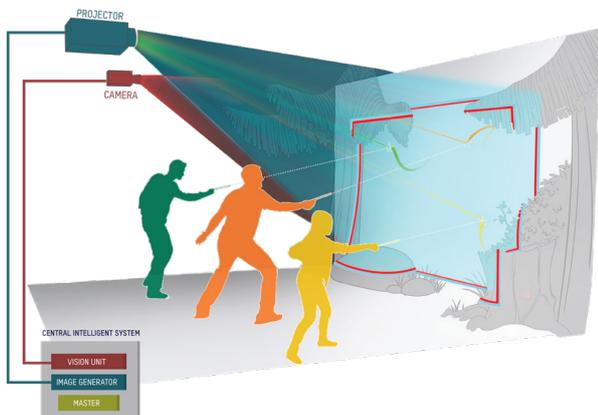


Interactive turnkey solutions

Examples of recent turnkey accomplishments include the applauded and awarded Basilisk dark ride, which opened last spring at the rebranded Legandia theme park. Basilisk is the very first interactive dark ride in Poland on such a scale and offers a one-of-a-kind experience featuring the most advanced dark ride technology, within an affordable budget range. Alterface has overseen the total ride experience as main contractor for the attraction, cooperating with Jora Vision and ETF Ride Systems.

Other recent successes include the new interactive theatre Le Kinétorium at the Jardin d'Acclimatation in Paris for Compagnie des Alpes. Furthermore, the team is now finetuning the proprietary IP Popcorn Revenge® characters. These will be firstly implemented in the new Erratic® Ride for Walibi Belgium, which is opening in Spring 2019. Erratic® Ride is the first non-linear mixed-media ride ever with dynamic scene changing, whereby players can determine the sequence depending, amongst other, on their ranking and preferences. It fully immerses and engages them into the story, which becomes more

dynamic and fun. This solution can be installed on a relatively small space, yet with high throughput. The Erratic® Ride is based on and will be operated by the well-proven ETF trackless Multi Mover vehicles. The vehicle's speed, dead-ends, routing options, unlimited rotation of the body and reverse movements are ideally suited for this ride concept. More will be revealed at EAS by both parties, with special attention on the ETF booth.



New dimension and level of interactivity

Alterface will have a dedicated demo area for its latest interactive novelty NOMAD: "New Optimized Mobile Action Device". This compact and portable device enables interaction with media screens, scenery and animatronics. Alterface aligns all this with its advanced technological infrastructure empowering the interactive attraction. NOMAD is bringing a totally new level of game simplification and interaction. The new pointing and shooting devices are entirely wireless and can be miniaturized to the size of a magic wand, allowing for unsurpassed levels of personalization. Based on

Alterface patented camera-based detection technology, NOMAD can be used by hundreds of visitors at the same time, enabling any type of action such as shooting, moving, circling, pointing, etc. NOMAD can be integrated in all existing and new ride systems, including Alterface's recently launched Erratic® Ride.

Benoit Cornet concludes: "With the new structure we can better accommodate existing and complementary industry partners with proven interactive technologies. The Creative division will be able to focus on theming and storytelling, implementing Alterface technologies into a fully operational and successful attraction. During the last year we have been proudly opening very successful interactive attractions, and we introduced some ground-breaking new technologies like Erratic® Ride and NOMAD. I dare to say that our expertise in interactivity has been recognized worldwide and we are reaping the benefits of many years of hard work and investments. I invite anyone interested in interactivity to come to our booth and get inspired by our projects and technology."

Alterface invites you @EAS to:

[Alterface booth #2-502](#)

NOMAD live demonstrations on Alterface booth #2-502, learn how to build an interactive attraction or ride from A to Z. Meet and talk to the Alterface experts!

[ETF Ride Systems booth #1-309](#)

Partner ETF Ride Systems will be presenting the Erratic® Ride on its booth, revealing the latest developments during a reception on 25 September at 11am.

[Alterface press conference](#)

For more detailed information on the latest interactive technologies and projects: Wednesday 26 September at 12.30pm in the EAS Press Room.

[EAS Session VR, AR, MR, XR, RR... what's your reality of the future?](#)

Laurence Beckers, Creative Director at Alterface, will present a session on Mixed Reality & Interactivity during the EAS educational seminar programme. She will explain how parks can maximize physical space, starting at the queue line, and enhance attractions with digital content and the latest interactive technologies. This will take place in Conference Room 1 on 25 September at 3.30pm.

[TEA Mixer Event](#)

As previous years, Alterface is sponsoring the TEA Mixer on 26 September at The Loft in the Amsterdam Tower. As active TEA board member, CEO & Founder Benoit Cornet and his team welcome this opportunity for networking and socializing.



About Alterface

Founded in 2001 and headquartered in Belgium, Europe, Alterface operates globally with US office and Asian branches in Beijing and Xiamen, China. The Alterface team creates and develops end-to-end interactive mixed-media attractions for dark rides, spinning & duelling theaters and walkthroughs. These are customized to fit local cultures and traditions, offering high quality standards and an unrivalled support system. Alterface offers creative services and advanced technologies including the patented show control system Salto!, NOMAD wireless pointing & shooting, non-linear Erratic® Ride and proprietary IP Popcorn Revenge®.

Visitors can enjoy Alterface rides in Jardin d'Acclimatation, Legendia, Qingdao Wanda, Phantasialand, Six Flags, Lego Discovery Centers, Cedar Fair, Carowinds, Ferrari World, IMG, Lotte World, Yumiyuri land, Hub Zero, Comics Station Antwerp and many more.

For more information visit www.alterface.com

Press contact

Anja D'Hondt – Public Relations, Flower & Feet
anja.dhondt@alterface.com +32 468 231005