

NEWS RELEASE

Alterface appoints Laurence Beckers as Creative Director and Olivier Noël as CFO

Supporting new structure and worldwide growth

Wavre, Belgium, 25 September 2018 – Alterface has the pleasure of announcing the appointment of Laurence Beckers and Olivier Noël to support its new structure and worldwide growth. Laurence Beckers will drive the new Creative Division to develop creative turnkey attractions for Alterface customers. In his new role of CFO, Olivier Noël will optimize internal control and manage the capital restructuring.



Positioned alongside Alterface Technologies, the new Creative division aims at concept and content development of interactive attractions, including theming and character development, up to the actual production and implementation. With her team and industry partners, Laurence Beckers successfully managed the multiple awarded Basilisk attraction in Legandia, elevating the ride to a high creative and quality level within an affordable budget. Currently the team is finetuning Popcorn Revenge®, an Alterface proprietary IP which will firstly be implemented in the Erratic® Ride at Walibi Belgium. The cute and versatile popcorn characters can already be previewed on the booth at EAS.

With over 19 years creative experience, Laurence has demonstrated her ability to convert technology and concepts into interactive experiences. She studied biology, graphic arts and animation and has a keen interest in digital art and science. She is leading a multi-year research project for Alterface with two Belgian universities exploring the use of augmented mixed media and multi-agent systems in theme parks. As a teacher in transmedia storytelling and Board member of L'Institut des Arts et Diffusion, she likes to explore the intersection of science, art and technology. At EAS Laurence presents a session on Mixed Reality in theme parks, moving beyond the VR hype and generating fun experiences by triggering imagination and emotions.

Creative turnkey solutions with advanced technologies

Olivier Noël's strong experience with KPI's and business planning is an excellent background to support Alterface's new structure and worldwide expansion. His strong finance and operations insights at several renown international firms will be a key benefit and complement to the existing management team. From its Belgian headquarters, the company manages two Chinese offices and a US partner operation. About 300 Alterface interactive mixed-media rides have been installed and are being maintained all over the world, across the US, Asia and Europe. Alongside its international customers, a wide network of industry expert partners and suppliers is being managed.

Throughout his professional career, Olivier has always been customer oriented with a keen interest in technology. He gained more than 25 years of experience in Accounting, Finance, Controlling and Project





Management. Olivier supervised internal control, budgeting and restructuration processes. His international perspective was obtained in the UK, France, Switzerland and Southern Europe across multiple industries like Pharmaceutical, Media and ICT. Besides Finance management roles he has also been active as Consultant during the past few years.

Benoit Cornet, CEO and Founder of Alterface, comments: "I'm truly grateful that we could engage two strong personalities with such a wealth of expertise in their respective domains. As one of the first Alterface team members in 2001, Laurence was the driving force pioneering interactive dark rides and theatres. Olivier has been a real pillar in guiding us through a changing internal finance landscape! As a result, our organization is now more solid than ever before, with a filled order book and strong capital backing. We very much look forward to a fun and bright future with this reinforced management team."

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 Warner Bros. World™, 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

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