

News release 新闻发布

**Alterface speeds up Chinese market
with innovative mixed-media & non-linear interactivity**

**Alterface 加速推进中国市场
推出创新性的混合媒体与非线性互动项目**

Interactivates roller coaster dark ride at Qingdao Wanda

青岛万达的互动式过山车黑暗骑乘

Exhibiting at China Beijing Attractions Expo 2018 – Stand #U203

2018 年中国北京游乐设备展展出—展位号为 U203

Wavre, Belgium, 17 March 2018 – Alterface, global champion in Interactive Ride Technology, is exhibiting on booth #U203 at China Beijing Attractions Expo (CAE), from 17 to 19 March in Beijing China National Convention Center. The fair draws over 35,000 amusement and attractions industry professionals, and is organised by CAAPA, the China Association of Amusement Parks and Attractions.

瓦雷，比利时，2018年3月17日-互动游乐设备技术领域的领先企业Alterface将参与于2018年3月17日到3月19日在北京国家会议中心举行的中国北京游乐设备展，展位号为U203。该展会由中国主题公园与游乐设备协会组织举办，吸引了超过35000名游乐设备行业的专业企业。

With local teams at two offices in China, Beijing and Xiamen, Alterface has a strong foothold in the market to engineer interactive mixed-media rides that perfectly fit the needs of Chinese and Asian attraction parks. New and recent projects haven proven Alterface’s successful concepts and approach.

Alterface在中国有两只团队，分别在北京和厦门的办公室，因而在中国市场有很强的立足点可以创造出完美适合中国和亚洲游乐园需求的互动混合媒体黑暗骑乘。全新发布的项目也证明了Alterface的成功概念和方式方法。

High-speed interactivity @ Qingdao Wanda 高速互动技术@万达青岛



An important and prestigious project currently in the works, is the world’s largest interactive dark ride Qingdao Wanda, an impressive, high-speed roller coaster track. This installation takes place at Qingdao Oriental Movie Metropolis in China, the world’s only film and television industrial park. It introduces media-based interactivity on a roller coaster at dazzling speeds. Alterface designs and installs all image generators and the shooting system across 7 different scenes and 42 3D projection screens. Ride design

and theming is handled with local partners such as Pico, featuring ancient Chinese legends. “This project demonstrates the versatility of the Alterface technology as we have to deal with many new challenges resulting from this type of action, speed and vehicles. This ride perfectly completes the many smaller size Legoland Discovery Centers in China we have been installing, alongside other Centers worldwide.” comments Benoit ‘Ben’ Cornet, CEO & Founder.

Alterface的一个重要并且众望所归的项目目前正在进行之中，就是青岛万达的世界上最大的互动式黑暗骑乘项目，一款令人印象深刻的高速过山车轨道骑乘。安装地点在青岛东方影都，中国唯一的电影电视产业公园。项目特征为在过山车上的高速行驶的媒体互动技术。Alterface设计并安装了7个不同场景以及42个3D投影屏幕上的全部的图像生成器和射击系统。骑乘的设计和主题包装是与本地的合作伙伴笔克（PICO）协作完成，主题为中国古代神话。“这个项目展示了Alterface技术的灵活多样性，在项目的过程中我们需要面对很多的来自动作类型，速度和小车方面的新挑战。这类项目与我们在中国和全球其他地区安装的乐高探索中心的偏小型项目形成了完美的互补。” Alterface的CEO和创始人Benoit ‘Ben’ Cornet评价道。

There is a growing demand in China and Asia for dynamic, mixed-media rides, driven by advanced technology such as Alterface's. The company has been building a strong reputation and solid partnerships in China over the past years. Alterface goes beyond the hype and comes with proven concepts to guarantee fun and great experiences: "On one side you have VR and on the other side the magic. The pressure created by the immersive effects of VR is pushing parks to rely on more sophisticated, slightly less technology intensive media attractions. The attractiveness of mixed-media has been demonstrated by the tremendous success of Disney in Shanghai, where millions of visitors have experienced that fun goes beyond equipment only. It is also a clear and vivid evidence that the market is open to something different and more dynamic, and ready to invest in higher quality projects with strong concepts. Mixed-media rides require a different set of skills and a lot of companies are currently asking our help to move faster on that learning curve. Increased and closer collaboration between manufacturers and customers seems to be the path of the future, and towards success." Ben Cornet explains.

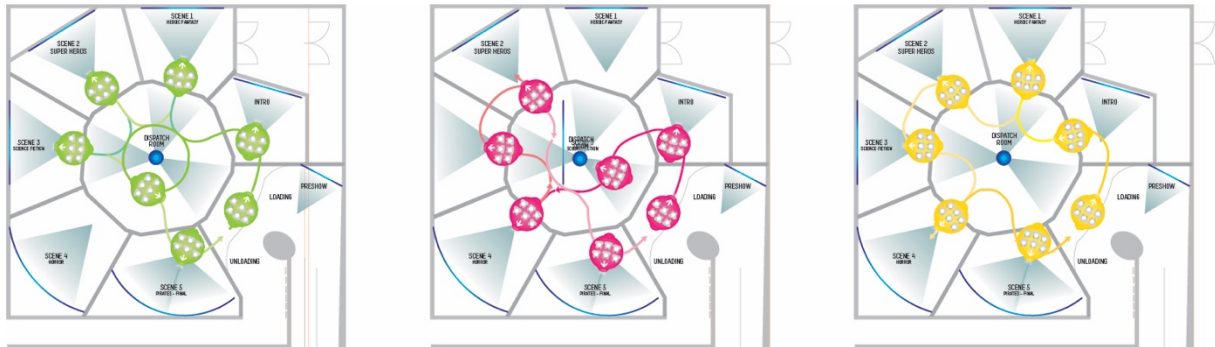
因着 Alterface 这类公司推出的先进技术的驱动，中国和亚洲市场对于动感的混合媒体骑乘的需求越来越高。Alterface 过去多年来一直在中国建立良好的声誉和坚实的合作伙伴关系，并且积极创新，推出了确保能为游客带来丰富而有趣的体验的概念：“一方面你手里有虚拟现实，另一方面你有‘魔力’。虚拟现实所具备的沉浸式体验效果所带来的压力促使公园依赖更为精细但却没有那么多技术堆叠的媒体游乐设备。上海迪士尼大获成功的项目已经证明了混合媒体游乐设备的强大吸引力，数以百万计的游客体验到了远超出设备本身的乐趣。这也明确而生动地证明了市场对于更为动感和更为不同的事物采取了开放的态度，并且准备好投资带有更为新颖概念的高质量项目。混合媒体骑乘需要一套不同的技术，许多公司正在请求我们帮助他们在这条学习曲线上走的更快。制造商和客户之间更为紧密的合作是未来所趋，也是通往成功的必经之路。” Ben Cornet 解释道。

Erratic® first non-linear mixed-media ride 疯狂黑暗骑乘@第一台非线性混合媒体骑乘

The biggest novelty Alterface is bringing to the market is the introduction of high throughput, non-linear interactive dark rides. This answers the need for the many spec conscious FECs in China that are disappointed by unsatisfying solutions like rotating platforms. Alterface's recently launched Erratic® Ride is the first non-linear mixed-media ride ever with dynamic scene changing, whereby players can determine the sequence depending on their ranking and preferences. It is aimed at space conscious venues and represents a total solution for anyone who wants a true and immersive dark ride experience on a limited footprint, yet with high throughput. With this new non-linear solution, Alterface demonstrates its commitment to developing innovative concepts that provide the best ride for every customer and venue.



Alterface 为市场带来的最大创新就是这台高客容量，非线性的互动式黑暗骑乘。这也回应了中国很多面积有限，同时对于包括旋转平台在内的方案不甚满意的家庭娱乐中心的需求。Alterface 新近发布的疯狂骑乘是第一台非线性的混合媒体互动骑乘包含动感的场景转换，同时玩家可以根据他们的排名和表现来决定游玩的顺序。这台设备主要针对场地面积有限的客户，同时也为希望在有限的占地面积内获得真正沉浸式体验和高客容量的黑暗骑乘的客户提供了全套的解决方案。这台全新的非线性方案证明了 Alterface 致力于开发能够为每位客户和游客带来最好骑乘设备的创新概念。



Alterface regards a good dark ride not as a collection of components but as a precisely crafted experience that combines the power of technology with the visitor's cultural background and expectations. Alterface is always teaming up with local media and design companies to make sure they can provide the best win-win solution for every involved party.

Alterface 认为一台好的黑暗骑乘并非一套元素的集合，而是结合了技术能力和游客文化背景和期待的，经过精心雕琢的体验。Alterface 通常会与当地的影片和设计公司合作，以确保能够做出对于每一个参与方来说都是双赢的最好方案。

Interactive dark ride legacy across China and Asia 遍及中国和亚洲的互动式黑暗骑乘馈赠

Over the past years, Alterface successfully introduced new and exciting interactive rides across Asia, such as the interactive Rapid River ride, in Yumiyuri land, Tokyo (Japan). Alterface dark rides have been secured in China with the opening of the Legoland Discovery Centre rides in Shanghai and Shenyang, and many more to come. While being extremely cost effective, Alterface ensures that these rides are matching the quality of higher priced rides. The recipe behind this success is the fact that Alterface is responsible of delivering a result and not just a bunch of equipment.



在过去几年，Alterface成功推出了遍及亚洲的新颖而有趣的互动项目，包括在日本东京的读卖公园的互动漂流河项目。Alterface也通过位于上海和沈阳的乐高探索中心的项目的开放稳定了在中国的市场，当然也有更多的项目即将推出。同时由于我们的设备项目性价比很高，Alterface也确保其质量可以匹敌更高价格设备的质量。成功背后的原因就在于Alterface致力于提供一个令客户满意的结果，而非仅仅是一堆设备。

Ben Cornet concludes: "We see the Chinese market evolving very rapidly and eagerly. After having witnessed the debut of interactivity in the parks, we see now interest in higher quality projects which are more accurate and feature strong concepts. It is a great pleasure for us to bring our experience and know-how to the table and share them with our partners to create a solution that perfectly fits expectations of today's and tomorrow's park visitors."

Ben Cornet 总结道：“我们看到中国的市场发展的非常迅速，需求也越来越多。在目睹了各大公园推出他们的第一台互动设备之后，我们如今看到更高质量，更为精准并且带有更新颖概念的项目开始有了更多的需求和吸引力。我们非常荣幸能够将我们的经验和核心技术拿到台面上来和我们的合作伙伴分享，来创造出完美契合现今和未来公园游客期待的方案。”

Meet Ben Cornet and his team on booth #U203 at CAE from 17 to 19 March 2018.

欢迎于2018年3月17日到3月19日到CAE展会U203展位与Ben Cornet和他的团队交流。

About Alterface – Enjoy the Ride **关于Alterface-享受体验骑乘设备**

Founded in 2001 and headquartered in Belgium, Europe, Alterface operates globally with US office and Asian branches in Beijing and Xiamen, China. Together with a worldwide network of partners, the Alterface team develops turnkey interactive attractions for dark rides, including spinning & duelling theatres and walkthroughs. All attractions are customized to fit local cultures and traditions, offering high quality standards and an unrivalled support system. Alterface champions the market with advanced technologies including their patented interactive show control system Salto!, multi-user & device-free pointing solutions, as well as an innovative, non-linear mixed-media Erratic® Ride.

Alterface 成立于 2001 年，总部设在欧洲比利时，同时在美国和中国的北京和厦门设有办公室和亚洲分支以便进行针对全球市场的运营。通过与全世界范围内的合作伙伴的配合，Alterface 团队为黑暗骑乘开发了多个交钥互动设备方案，包括旋转和对战式影院，互动游戏走入等。所有的骑乘设备都经过定制以满足当地的文化和传统要求，并提供高质量标准的无可匹敌的支持系统。Alterface 凭借着先进的技术，包括他们具备专利的互动演出控制系统 Salto!，多用户&无需装置的指点方案，以及创新的，非线性混合媒体疯狂黑暗骑乘，在市场独占鳌头。

Visitors can enjoy the thrilling Alterface rides in Phantasialand, Six Flags, Legoland Discovery Centers, Carowinds, Ferrari World, IMG, Lotte World, Yumiyuri land, Hub Zero, Comics Station Antwerp, Qingdao Oriental Movie Metropolis and many more.

For more information visit www.alterface.com

游客可以在德国梦幻岛，六旗，乐高探索中心，Carowinds，法拉利世界，IMG，乐天世界，读卖公园，Hub Zero，安特卫普漫画车站，青岛东方影都和很多其他公园体验 Alterface 的精彩刺激的设备项目。更多信息请访问网站 www.alterface.com

About CAE Beijing 关于北京CAE展会

The China Attractions Expo is organised by the Chinese Association of Amusement Park and Attractions (CAAPA) since 1990. It is the most established international amusement and attractions exhibition in China. The event has been well-known as a most successful international amusement and attractions exhibition in the industry by far.

中国游乐设备展从 1990 年开始由中国游乐园及游乐设备协会（简称“中国游协”）组织举办，也是中国最知名的国际游乐设备展会。这场展会也被誉为迄今行业内最成功的国际游乐设备展会之一。

CAE Beijing 2018 is expected to draw more than 35,000 amusement and attractions industry professionals from over 100 countries to the 35,000sq.m venue. The three-day show will host over 450 exhibitors, with more than 100 of them coming from outside of China.

2018 年北京 CAE 展会将会吸引来自 100 多个国家超过 35000 个游乐设备行业内的专业企业，总占地面积为 35000 平方米。这场三天的展会会包含超过 450 个展商，其中的 100 多家来自海外。

Press contacts 媒体联络

Anja D'Hondt – Public Relations, Flower & Feet

anja@flowerandfeet.com +32 468 231005