

News Release

Alterface presents new Erratic® Ride first non-linear interactive ride on the market

World-class, affordable solution for dynamic mixed-media rides
at CAE on Alterface booth #U203

Wavre, Belgium, 26 February 2018 – Alterface Projects and ETF Ride Systems recently announced a true ground-breaking and unmatched interactive ride: the new Erratic® Ride. It 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 fully immerses and engages them into the story, which becomes more dynamic and fun. Furthermore, this solution can be installed on a relatively small space, yet with high throughput.



The first installation will take place at Walibi, one of the largest parks in Belgium and owned by Compagnie des Alpes. This unique leisure park for the entire family offers 40 attractions, street animations, an aquatic park and a lot more. The new Erratic® Ride at Walibi will feature Popcorn Revenge®, the new proprietary IP Alterface recently developed, and the trackless Multi Mover vehicles by ETF in full alignment with theming and decors.

Jean-Christophe Parent, CEO of Walibi Belgium, comments: “We know the Alterface team for a long time now and are impressed by their achievements. This new ride generation is refreshing and innovative. The Erratic® Ride will without any doubt be a great addition to our park. Based on Alterface’s track records and the quality of our relationship, we totally trust them to deliver our visitors an experience that will be immediate, simple, playful and extremely effective!”

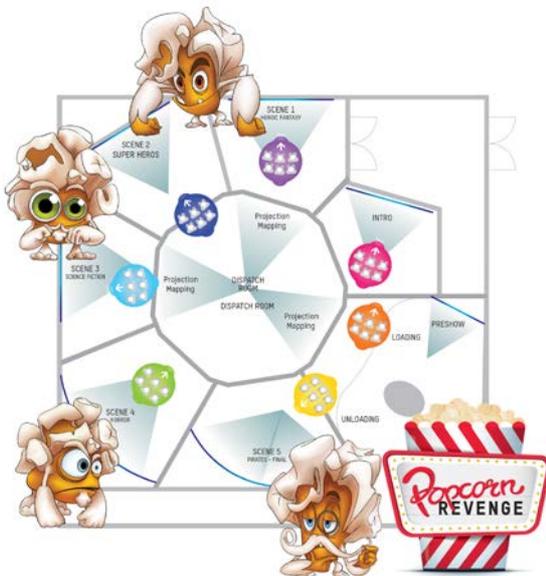
Benoit ‘Ben’ Cornet, CEO and Founder at Alterface, explains: “After 16 years of un-demented interactive dark ride success, we felt we had to come with a new and truly ‘gamechanging’ concept. The storytelling capabilities of our show control technologies, combined with the unique features of ETF Multi Mover vehicles, are the key ingredients for this new exciting ride formula. The collective know-how acquired over no less than 30 successful installations allows us to rapidly define a winning concept.”



Alterface’s signature show control software Salto!™ operates behind the scenes and manages the entire attraction and its complexity. It registers all moves and orchestrates lighting and sound, the shooting system and vehicles, as well as animatronics and photo capturing. “If you want to get more sophisticated reactions of the player, you need an even more sophisticated system to track those actions and keep players focused and entertained, all the way through the attraction.”

New family of visitor-centric experiences

This compact Erratic® Ride is the first member of a new family of “visitor-centric” experiences. It is aimed at space conscious venues and represents a total solution for anyone who wants a true dark ride experience on a limited footprint. “The user experience was the starting point of our reflection, the technical details followed, making sure that transitions from one scene to another are smooth and the limited footprint has rather an enhancing than a limiting impact.” adds Benoit Cornet.



Ruud Koppens, CEO of ETF Ride Systems, explains: “The well-proven trackless Multi Mover is the perfect match for the new and dynamic Erratic® Ride. The vehicle speed, routing options, unlimited rotations of the body and reverse movements can be defined in the design phase and altered any time to operate this type of ride. The vehicles are designed to carry up to six passengers on two bench seats, each accommodating up to three persons. This adds a special dimension to the ride as guests can share experiences and fully enjoy the ride with family or friends.”

The Erratic® Ride at Walibi will feature Alterface’s Popcorn Revenge® characters. These will bring in a flurry of projection technique, video mapping and

special effects, as already demonstrated in many Alterface signature rides around the world. Combined with a unique touch of “choreography”, usually only found in much larger projects, it is an ideal IP for parks of any size and visitors of any age. Alterface designed a series of characters that can fit each movie theme: pirate, space, horror, magic, superhero and other endless possibilities!

“The new Erratic® Ride is the perfect example of a next-generation attraction which offers a more dynamic and coherent media experience. It needs a relatively small footprint and can therefore be easily installed at any park or indoor location. The movie and popcorn theme is universal and suited for young and old but we can implement any other IP or character of choice. With this new world-class yet affordable ride Alterface demonstrates once again its commitment to developing innovative concepts for customers to offer the best possible ride at their venue.” concludes Ben Cornet.

Visit Alterface at CAE on booth #U203 to find out more on the new Erratic Ride®

About Alterface – Enjoy the Ride

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.

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 and many more.

For more information visit www.alterface.com

About ETF

ETF Ride Systems, founded in 1997, is member of the ETF Group which exists over 65 years and operates world-wide. All ETF rides are designed for family entertainment, where possible interactive and customized to customers' requirements or ride theme preferences. Customers include theme parks, musea, etc. Over the years ETF has built, next to outdoor rides, a great experience and knowledge in dark rides, as well track-bound, trackless or suspended.

ETF and Alterface have built a long-standing and successful partnership, resulting in many rides together around the world. ETF references include amongst others: Wanda, Lotte World, Ferrari World, Dubai Parks, IMG, Liseberg, Europa-Park, Phantasialand, De Efteling, Walibi Belgium, Vulcania (Musea: e.g. Continium, Verkehrsmuseum Luzern, Vikingaliv).

For more information visit www.etf.nl

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