



GAMIFIER

LEVEL UP VISITOR ENGAGEMENT



YOUR TOOL TO BUILDING LONG-LASTING CLIENT RELATIONSHIPS

The Gamifier is an interactive scoring platform which applies gamification principles to the world of Active entertainment. It answers perfectly to the high demand for engaging experiences that can be shared – with those in the group and with the world through a shared platform or social media.

It offers a diverse experience to each visitor through the addition of different games and challenges that keep visitors actively engaged and gives them reasons to come back again and again. The platform also collects data on visitors' activity and presents it in a meaningful way for managers to take smart and informed decisions on how to improve their programs, organizations and allocation of resources.

Funtopia, Sofia – the success story of a gamified FEC

At Funtopia the effect on repeatability of visits has been proven with data. More than 60% of their participants started coming for a second visit and more than 40% for a third and a fourth visit after the installation of the platform. The Gamifier showed clearly it added value to the time of free roaming between the attractions and to the time of play on the attractions.

Kids adapted with ease and joy to the digital functions and requested the bracelets at every visit. Winning points, competing, and getting prizes became a special part of the fun physical experience and offered long lasting memories.

Funtopia Sofia

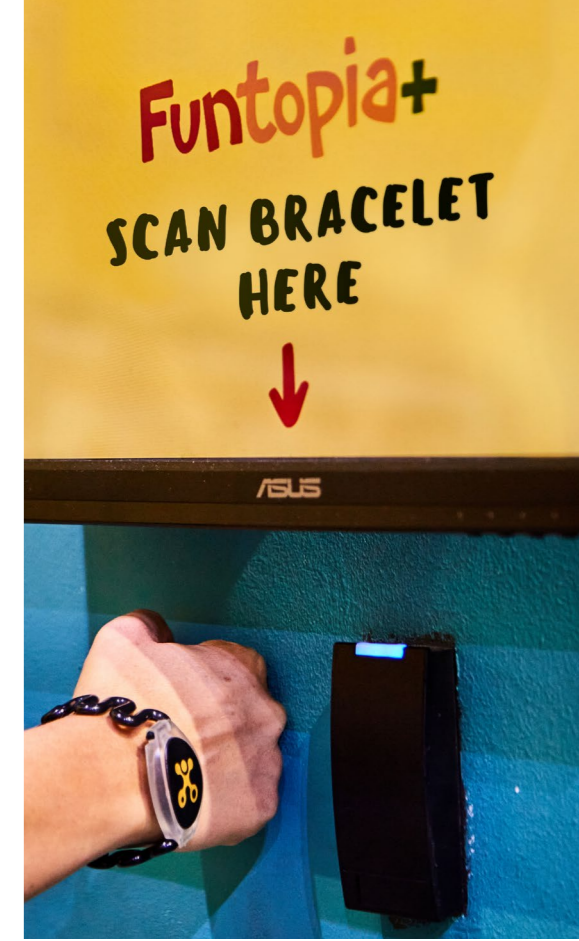
Sofia, Bulgaria | Family entertainment center

Gamifier retrofitted

Area	1 600 m ² / 17 000 ft ²
Number of attractions gamified	21
Attractions gamified	Warrior obstacle course, kids' walls
Features	Custom interface & games



Kids enjoy the interactive element of scanning the bracelet, hitting the start and stop buttons, seeing the timer, etc.



THE PHYSICAL EXPERIENCE



1. REGISTER

Users can see their achievements on the screens and compare them with those of their peers.



2. PLAY & SCORE

Users scan their bracelet before & after going on an attraction. The game engine then calculates and adds points to their profile.

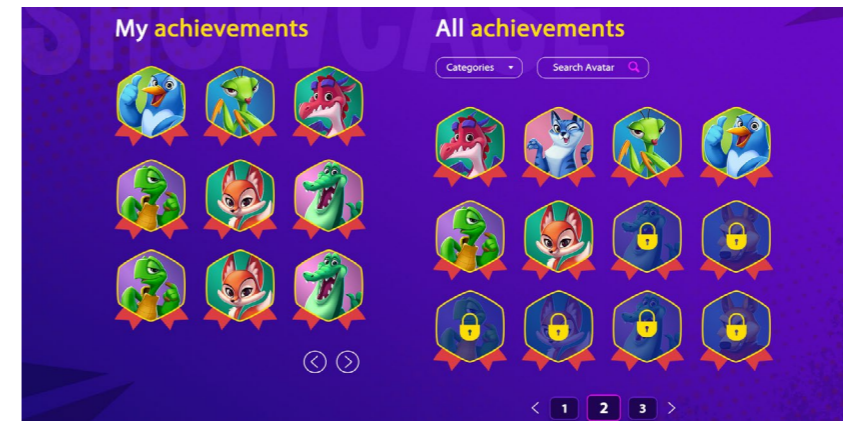


3. COMPETE & PROGRESS

The live ranking displayed on TV screens within the center is updated. Users can also access their profile on-line.



THE DIGITAL CONNECTION



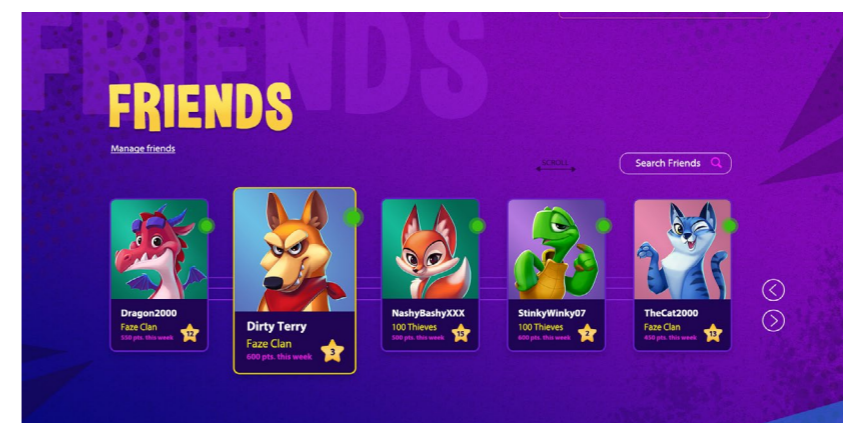
PERSONAL ACHIEVEMENTS

Users can see their achievements on the screens and compare them with those of their peers.



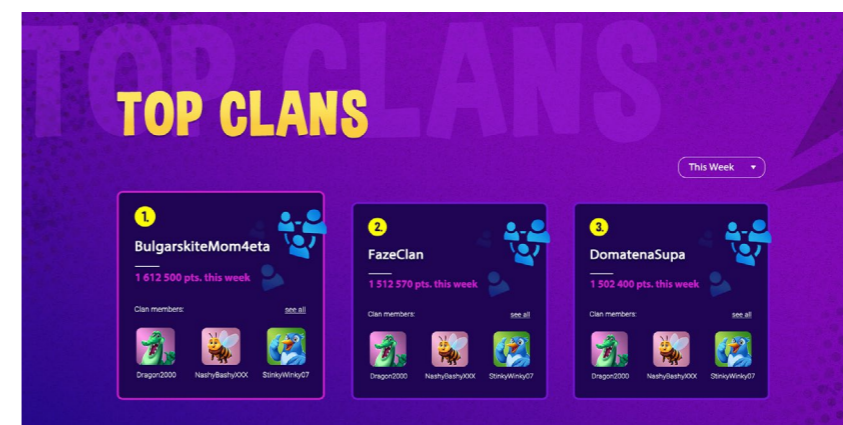
REWARDS

Rewards are granted for the achievements.



MAKE FRIENDS

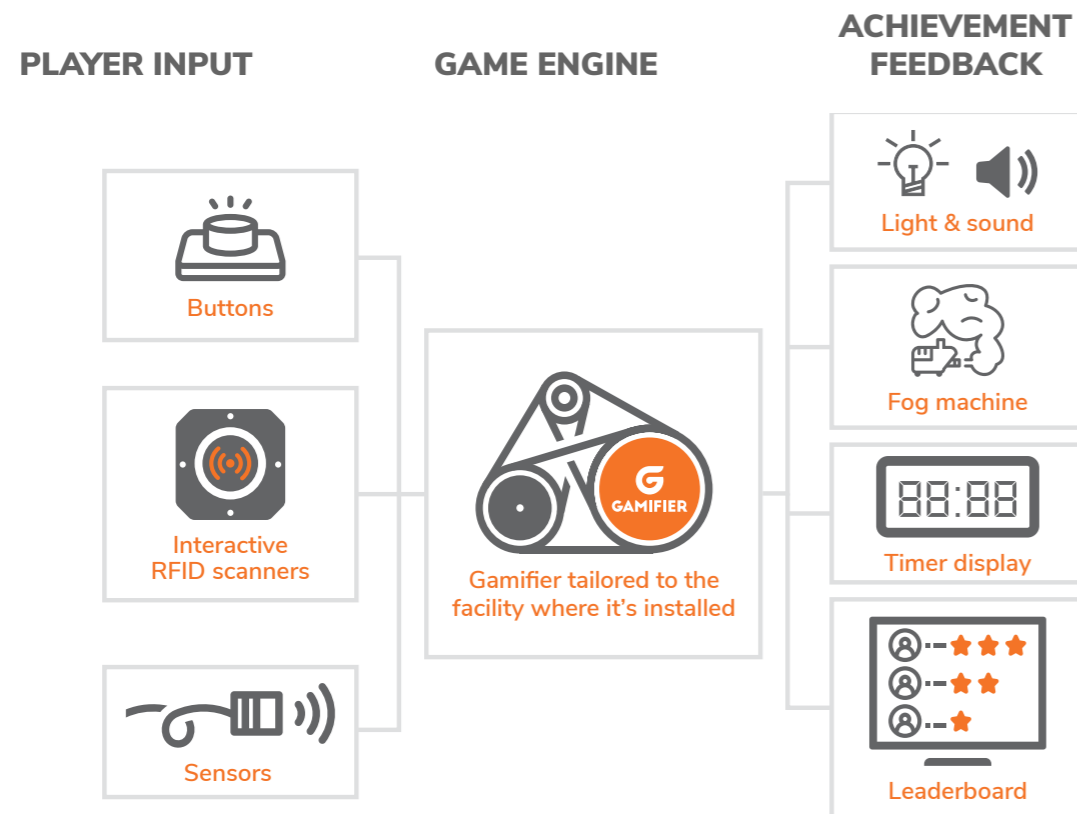
The socialization is another plus.



ACT TOGETHER

The activity fuels team work and fun.

HOW IT WORKS



The bracelets collect all the information

The bracelets act as a bridge between analog and digital worlds: they allow the game engine to keep visitors' profile updated in real time and can also serve as a key if features like lockers are in place. Players can have their own personalized bracelets or receive temporary ones for every single visit.

Bracelet options

- Multi or Single use
- Silicone or fabric
- Accepted form external provider

SET IT FOR YOUR CLIENTS

Operator controls



CHANGE SETTINGS

System settings

Manage the settings of every component of the Gamifier – from the kiosk to the TV screens.

System status

Monitor the state of all the devices connected to the system.

Credits

If implemented, manage the virtual currency of the system.

Bad words filter

Set a list of words that will not be allowed for use in usernames.



MANAGE VISITORS

Sessions & game modes

Start, change and stop game sessions and playing modes. Create teams and competitions for different occasions and events.

Scores & visitor flow

Set the points that are given at each game or checkpoint of an attraction.

Operators can use this feature to redistribute traffic from busy to less popular attractions by increasing the points allocated for completing the latter.



ANALYZE STATISTICS

Games log & players profiles

Access a record of every game ever played and see all the players profiles created with their scores and credits.

Attraction performance chart

See which attractions are doing well and which one are under-performing to advise your future purchases.

Games popularity

Discover which games are the most popular amongst your visitors to devise more appealing programs.

Ideal locations for gamified attractions



Family Entertainment Centers



Amusement Parks



Recreational Centers



Adventure Zones

MORE REFERENCE PROJECTS



GAMIFIER
in WALLTOPIA PROJECTS



Playtopia

Querétaro, Mexico | Family entertainment center

Gamifier integrated with initial order

Area	1 800 m ² / 19 500 ft ²
Number of attractions gamified	38
Attractions gamified	Kid's walls
Features	Custom interface & games



Funtopia Naperville

Naperville, IL, USA | Family entertainment center

Gamifier retrofitted

Area	2 750 m ² / 29 500 ft ²
Number of attractions gamified	38
Attractions gamified	Kid's walls
Features	Custom interface & games



A brand of **Techtopia**

Techtopia is a subsidiary company of Walltopia. It develops software and hardware solutions to make adventure and climbing facilities safer, smarter and more engaging for both visitors and operators.

info@techtopia.eu | www.techtopia.eu