THE STRATEGY

"SHARED REALITY IS A COLLECTIVE EXPERIENCE, NOT JUST AN INDIVIDUAL ONE...[IT] SPEAKS TO FUNDAMENTAL HUMAN NATURE'S NEED TO WITNESS AND VALIDATE EXPERIENCES WITH OTHERS."

- COSM

Shared reality at Aurora Cove distinguishes itself from other forms of technological immersion like VR, AR, and video games by combining digital interaction with the collective experience of physical presence. Unlike VR or AR, which often isolate users in individual experiences, shared reality immerses guests in a communal environment where every interaction and discovery is enhanced by the presence of others. It's the fusion of advanced technology with the live energy of a group, creating an atmosphere similar to a live theater or concert, where the collective experience amplifies the excitement.

In Aurora Cove, shared reality ensures that every mission, adventure, and narrative twist is experienced together, transforming individual actions into a dynamic, communal journey. This approach bridges the gap between the digital and physical worlds, allowing guests to not only engage with the environment but also connect with one another. The result is a deeply immersive and memorable experience that is greater than the sum of its parts.

EXPERIENCE MECHANICS

Every action and challenge within the experience earns guests valuable XP points, contributing to both their individual progress and their crew's standing. Upon joining, they set up a profile, customize an avatar, and begin tracking their progress across various activities. Achievements and badges mark milestones, showcasing their skills and dedication. The ticketing process is seamlessly integrated, allowing guests to earn XP points from the moment they book their visit, with additional bonuses for early reservations or multi-visit passes. Beyond individual success, XP also contributes to the crew's total score, fostering a competitive spirit.

BUY TICKETS

COMPLETE MISSIONS
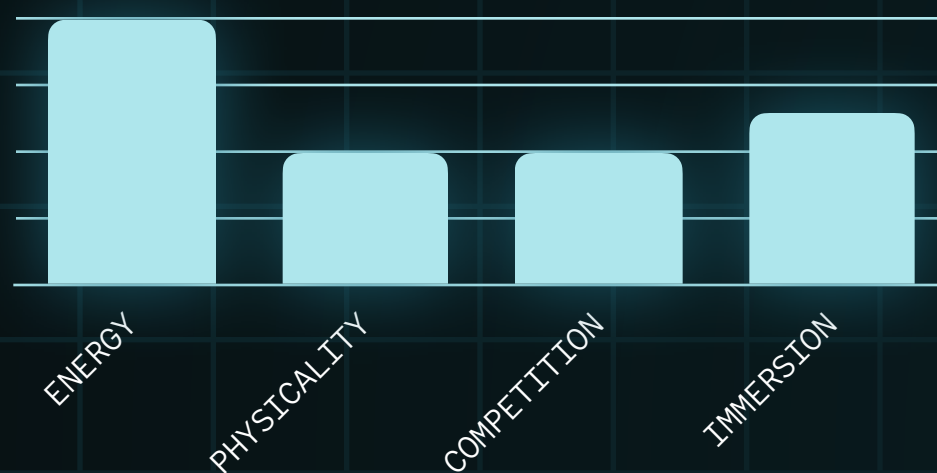
EARN XP POINTS

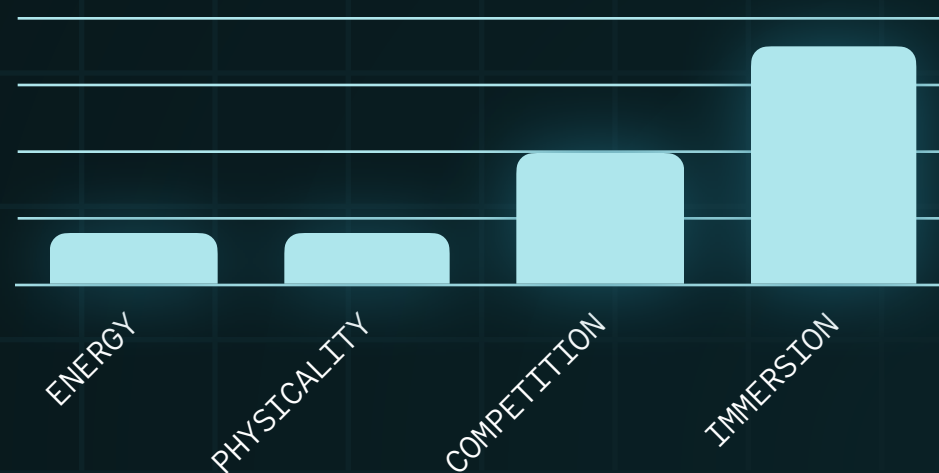## LEVEL UP YOUR RANK

REDEEM REWARDS

USER PERSONAS

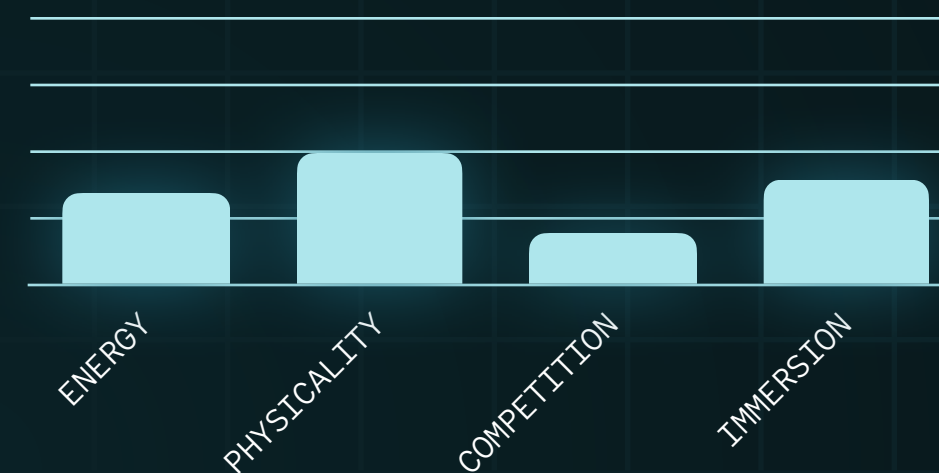## ADVENTUROUS EXPLORER
Thrives on diverse adventures and challenges.

ENERGY PHYSICALITY COMPETITION IMMERSION

TECH-SAVVY HACKER
Master of digital interactions and hacking challenges

ENERGY PHYSICALITY COMPETITION IMMERSION

SOCIAL SAILOR
Enjoys teamwork and group experiences

ENERGY PHYSICALITY COMPETITION IMMERSION

CASUAL VISITOR
Seeks fun and relaxation without deep involvement.

ENERGY PHYSICALITY COMPETITION IMMERSION

FAMILY ADVENTURE
Prioritizes family-friendly activities for all ages.

ENERGY PHYSICALITY COMPETITION IMMERSION
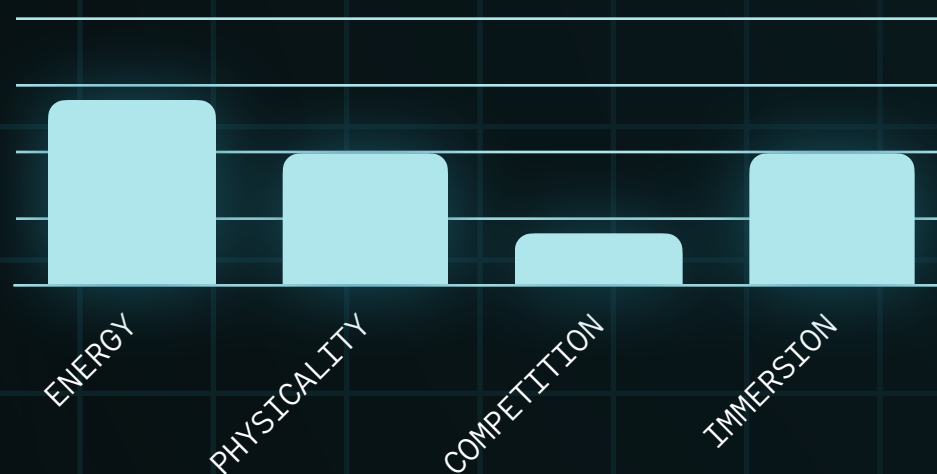
COMPETETIVE GAMER
Aims to dominate in skill-based challenges.

ENERGY PHYSICALITY COMPETITION IMMERSION

IMMERSIVE STORY SEEKER
Deeply engaged in the narrative and story elements.

ENERGY PHYSICALITY COMPETITION IMMERSION

CREATIVE CRAFSTMAN
Enjoys hands-on activities and creative expression

ENERGY PHYSICALITY COMPETITION IMMERSION

INFINITE JOURNEYS

ARRIVAL

AVATAR CREATION

RIGGING RUN

PLUNDER DOME

TRAINING LAB

TURNCOAT'S CACHE

THE GALLEY

AQUA LOUNGE

MISSION BRIEFING

DEPARTURE

CAPTAIN'S COMMAND

LOOKOUT PARADISE

SURVEILLANCE ROOM

THE ARCHIVES

SIGNAL ROOM
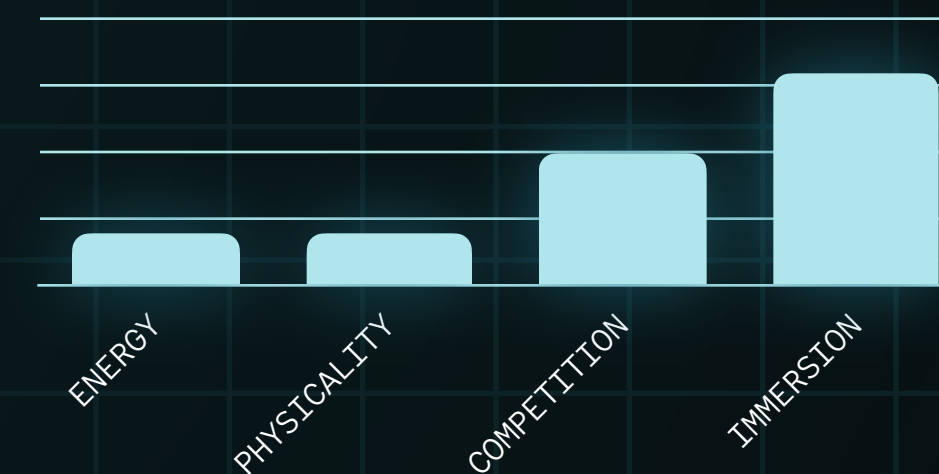
Flotsam Jack: *The tides deliver all different kinds of folks to Aurora Cove, each seeking their own journey. Some arrive eager for glory, others for treasures, and some simply wish to fire a musket or knock back some grog. All are welcome to their own unique experience here, and we look forward to hearing about yours!*
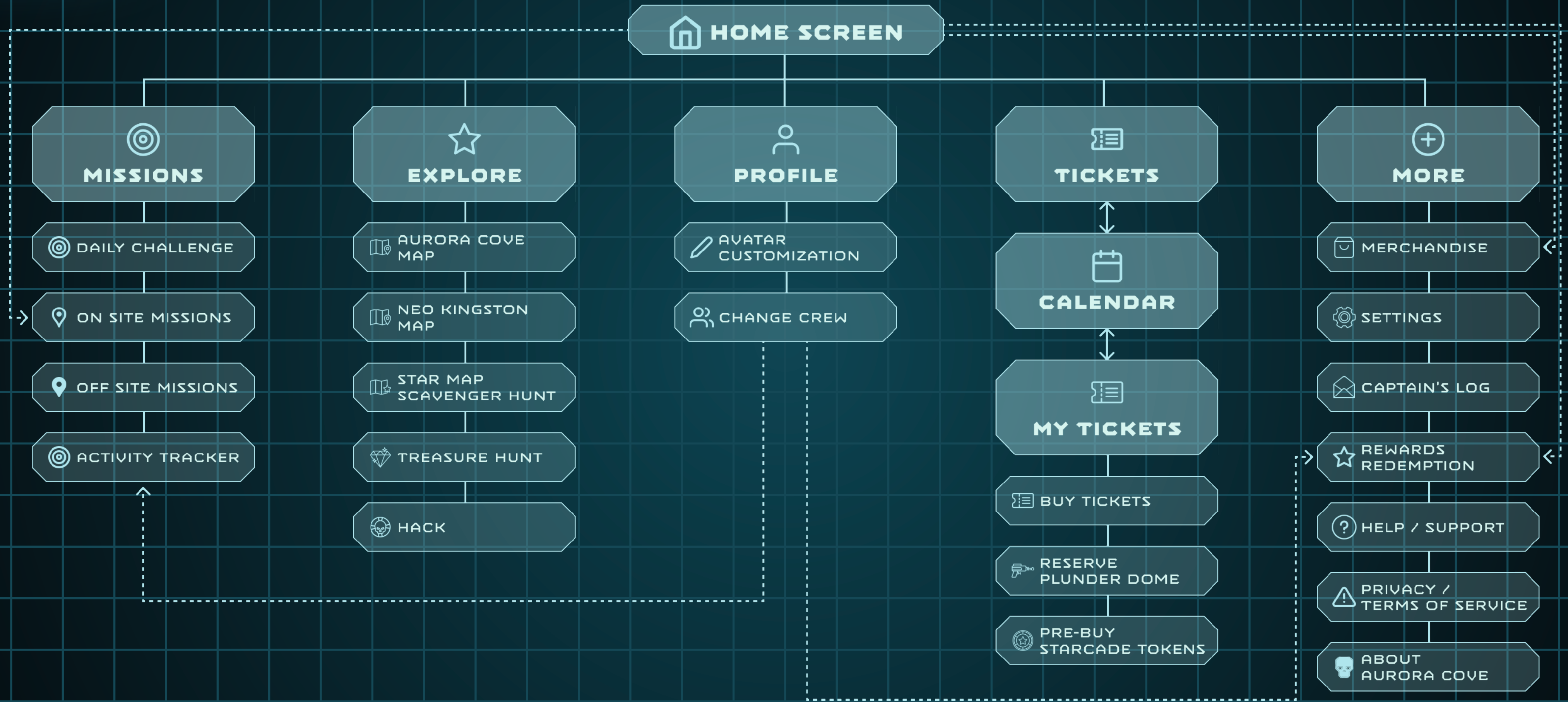
The mobile app is an essential tool that enhances the guest experience by integrating the digital and physical worlds. Through the app, guests can book tickets, reserve attractions, and purchase exclusive merchandise in advance. It also offers a variety of mobile games and missions, allowing guests to earn XP points both on-site and remotely, with the highest rewards reserved for in-person experiences. The app keeps guests engaged by providing real-time access to their crew's leaderboard, interactive maps, AR treasure hunts, and the ability to hack into the environment.

It seamlessly connects the evolving story with each guest's personalized pirate profile, ensuring that the experience remains dynamic and immersive, whether guests are exploring the Cove or planning their next visit.

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HOME SCREEN

MISSIONS
- DAILY CHALLENGE
- ON SITE MISSIONS
- OFF SITE MISSIONS
- ACTIVITY TRACKER

EXPLORE
- AURORA COVE MAP
- NEO KINGSTON MAP
- STAR MAP SCAVENGER HUNT
- TREASURE HUNT
- HACK

PROFILE
- AVATAR CUSTOMIZATION
- CHANGE CREW

TICKETS
- CALENDAR
- MY TICKETS
  - BUY TICKETS
  - RESERVE PLUNDER DOME
  - PRE-BUY STARCADE TOKENS

MORE
- MERCHANDISE
- SETTINGS
- CAPTAIN'S LOG
- REWARDS REDEMPTION
- HELP / SUPPORT
- PRIVACY / TERMS OF SERVICE
- ABOUT AURORA COVE

POWERED BY A GAME ENGINE

The entire Aurora Cove experience is powered by a cutting-edge game engine that unifies all missions, arcade games, and interactive screens into a seamless digital universe. This technology ensures consistency across characters and environments, creating an interconnected world that guests can explore in multiple ways. The game engine supports real-time updates and dynamic interactions, making every action meaningful and contributing to a cohesive and immersive adventure that never feels outdated, boring, or stale.

A truly immersive experience engages all the senses, including smell. To enhance our atmosphere, we've crafted a signature scent that evokes the unique environment of the Cove. The base is the refreshing scent of the sea, mingled with the exotic aroma of rum funk. Hints of citrus peel add zesty brightness, while notes of aged oak evoke pirate ships and barrels. Subtle undertones of steel reflect the cyberpunk elements, creating an appealing yet slightly foreign fragrance. This blend envelops guests in the captivating world of Aurora Cove from the moment they step inside.

SPATIAL AUDIO / SOUNDTRACK

NARRATIVE DIALOGUE
Includes character dialogues, voiceovers, and mission briefings.

MUSIC SOUNDTRACK
A blend of traditional acoustic instruments and digital filters, creating a unique, adaptable soundtrack.

INTERACTIVE SFX
Sounds triggered by guests' actions, such as sword clashes, footsteps, and water splashes.

ENVIRONMENTAL CUES
Localized sounds tied to specific objects or areas, like creaking doors or background conversations.

AMBIENT BASE
Multiple levels of ambient sounds, like distant waves, wind through sails, and machinery hums.

Spatial audio plays a crucial role in creating an immersive environment at Aurora Cove. Unlike traditional audio experiences, the soundscape here is designed to be fully dynamic, evolving seamlessly as guests move through different areas. The audio subtly shifts to match the atmosphere of each zone, whether it's activating adrenaline during intense activities or calming the senses in more tranquil spaces. This auditory experience is intricately linked to the game engine, allowing sounds to adapt in real-time based on each guest's journey, making the experience deeply personal and immersive.

The soundtrack at Aurora Cove merges the traditional with the futuristic, creating a sonic landscape that's as innovative as it is evocative. Reimagined sea shanties are given a cyberpunk twist, with real instruments filtered through advanced technology, blending the familiar with the cutting-edge. This fusion of old and new creates a soundtrack that not only enhances the narrative but also enriches the overall atmosphere.

Our story is designed to immerse guests in a dynamic, ever-evolving world. The richly developed universe of Neo Kingston offers endless opportunities for narrative expansion, ensuring that each visit brings new adventures and discoveries. This adaptability allows the story to extend beyond the walls of Aurora Cove, making it a versatile platform for a wide range of content. From exploring character backstories to introducing new locations, the storytelling continues to grow, captivating and engaging guests across multiple formats and experiences.

From media expansions like comic books, movies, tv series, and puppet shows, to location expansions like Lookout Paradise outposts, the world of Aurora Cove is expansive.

Illustrations by Seth Baxter

EMOTIONAL RESONANCE

Aurora Cove transcends traditional entertainment by creating experiences that resonate deeply with guests, motivating them to take action and engage fully with the world. The immersive environments and layered narratives evoke a spectrum of emotions, from the thrill of adventure to the satisfaction of shared victories. This emotional depth encourages guests to form personal connections with the characters and storylines, fostering a sense of belonging and purpose.

Through collaboration and empathy, the experience not only entertains but also inspires guests to return, explore further, and contribute to the ever-evolving universe, leaving them with lasting memories and a strong emotional bond to the world of Aurora Cove.

DESIGN INNOVATION

We draw inspiration from the resourcefulness of our pirate characters, using old tools and materials in innovative ways to shape a world that's both authentic and fresh. Repurposed ship parts, vintage nautical instruments, and modern materials reimagined through a pirate lens bring a distinct texture and depth to our environment.

At the same time, we breathe new life into classic pirate tales by setting them in a near-future, cyberpunk world—blending tradition with futuristic aesthetics. This fusion of familiar elements with cutting-edge twists creates an experience that's as nostalgically familiar as it is thrillingly new, positioning us as a leader in the next wave of immersive entertainment.

PUSHING BOUNDARIES

Breaking away from traditional location-based attractions, our design pushes the boundaries of immersive entertainment by weaving a seamless narrative into every corner of the experience.

Inspired by the ingenuity of our story's pirates, we harness cutting-edge technologies like shared reality, game engines, and spatial audio to create a world that's constantly evolving. This modular approach allows for new content and experiences to continually refresh the space.

By merging interactive gaming, immersive theater, and experiential storytelling, **we're setting a new standard for accessible, richly connected themed entertainment.**

Sustainability is integral to both the narrative and operations at Aurora Cove. Set in a future shaped by climate change, our story underscores the significance of water and air filtration, a theme that is mirrored in our real-world practices. We employ advanced purification systems, renewable energy sources like solar panels and LED lighting, and minimize waste through reusable materials and biodegradable plastics.
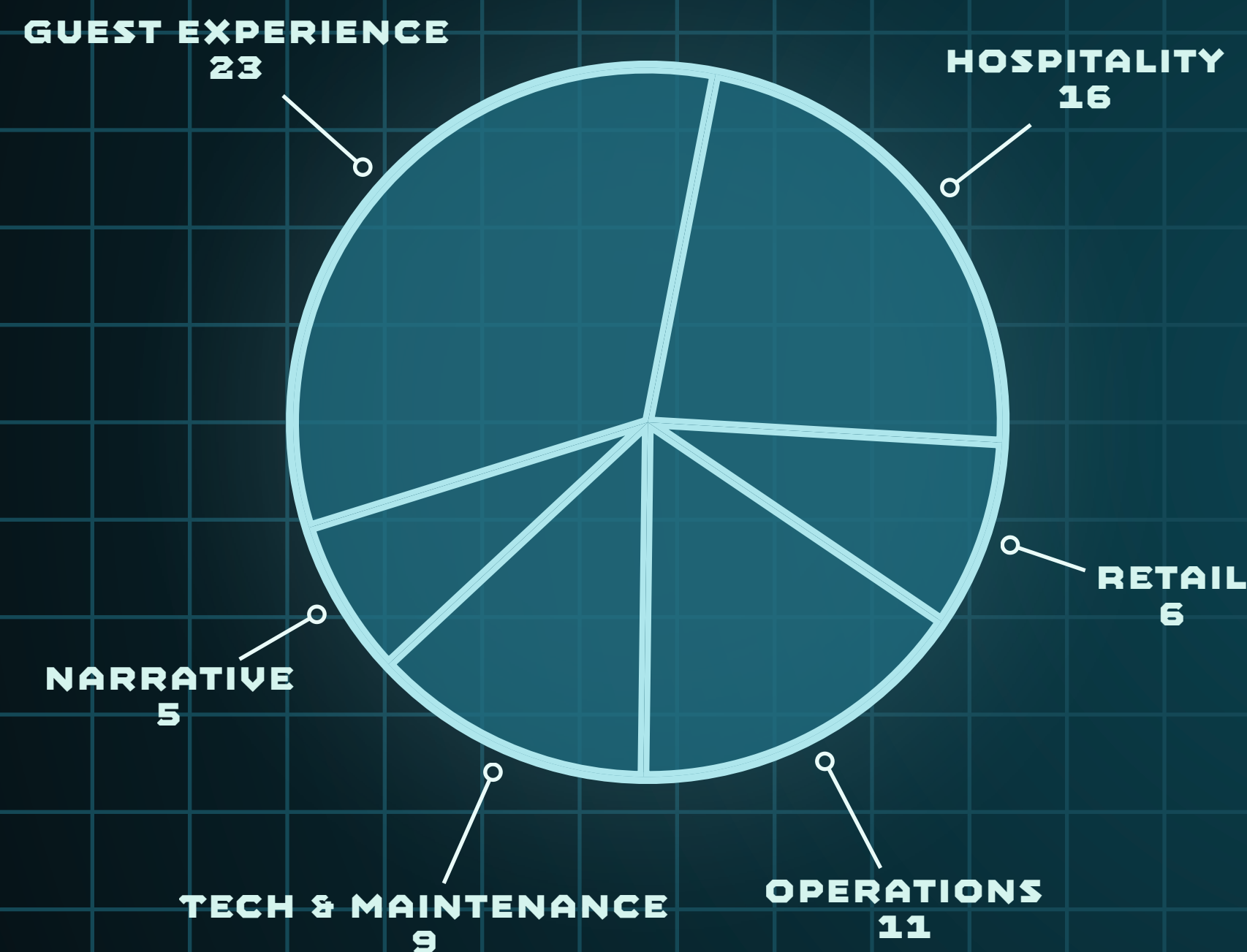
These efforts ensure that our immersive experience is also environmentally responsible, **making Aurora Cove a destination that reflects a commitment to the planet's future.**

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THE OPERATIONS

OPERATING MODEL

GUEST EXPERIENCE
23

HOSPITALITY
16

NARRATIVE
5

## RETAIL
6

TECH & MAINTENANCE
9

OPERATIONS
11
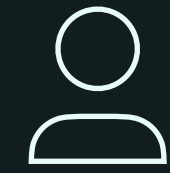
The immersive experience is supported by a strategically optimized staffing model, with an initial estimate of 70 team members dedicated to various roles, from narrative performances to technical support and guest services. This balanced team ensures seamless and engaging guest interactions, upholding the high standards of the experience.

With a focus on efficiency and adaptability, the staffing plan is designed to deliver high-quality service while managing operational costs effectively. The operation is also built to encourage repeat visits through diverse offerings like live shows, laser tag, arcade games, merchandise, and collectibles, which add layers of engagement and revenue potential.
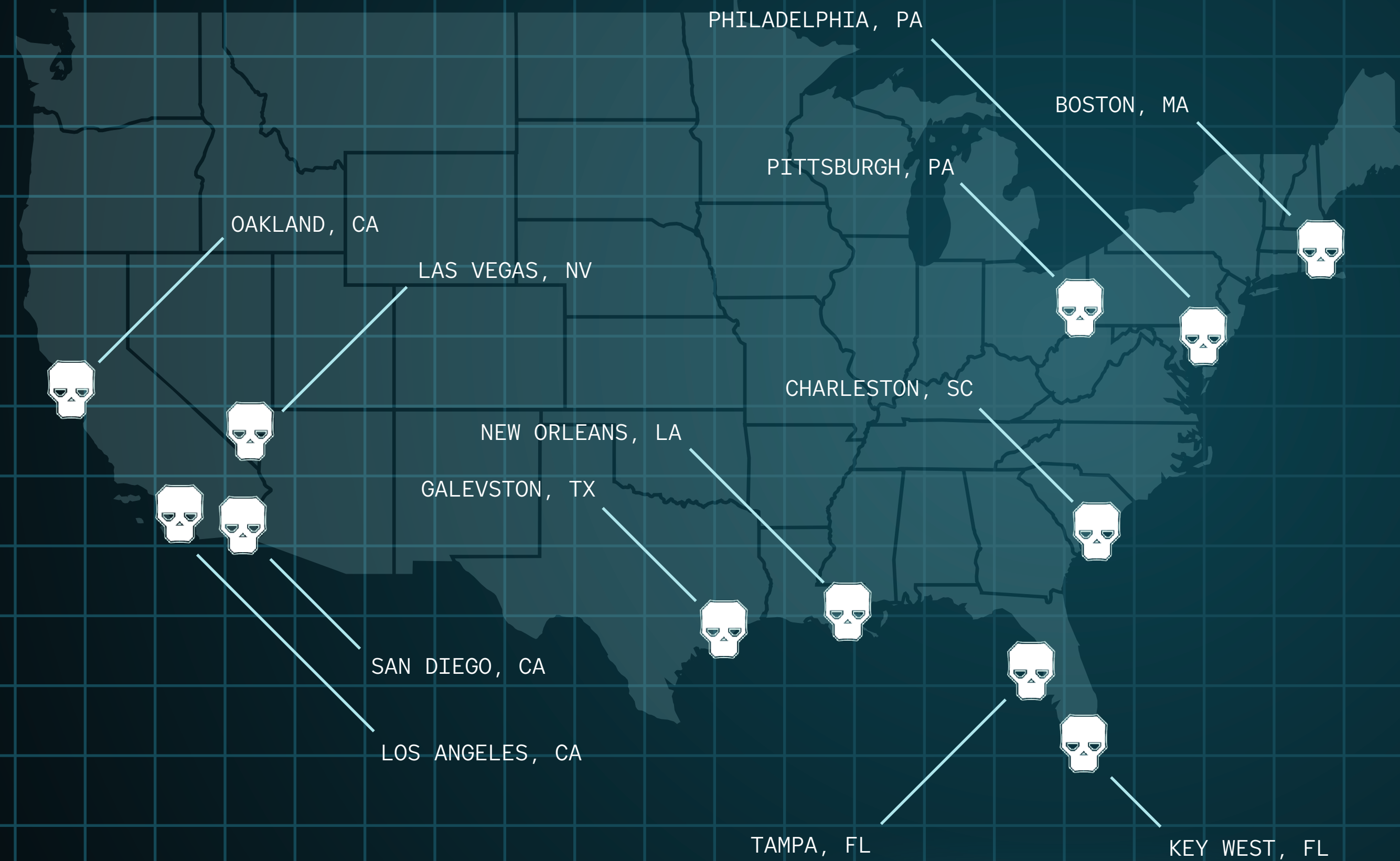
REVENUE POTENTIAL & CAPACITIES

AURORA COVE CAPACITIES PER HOUR
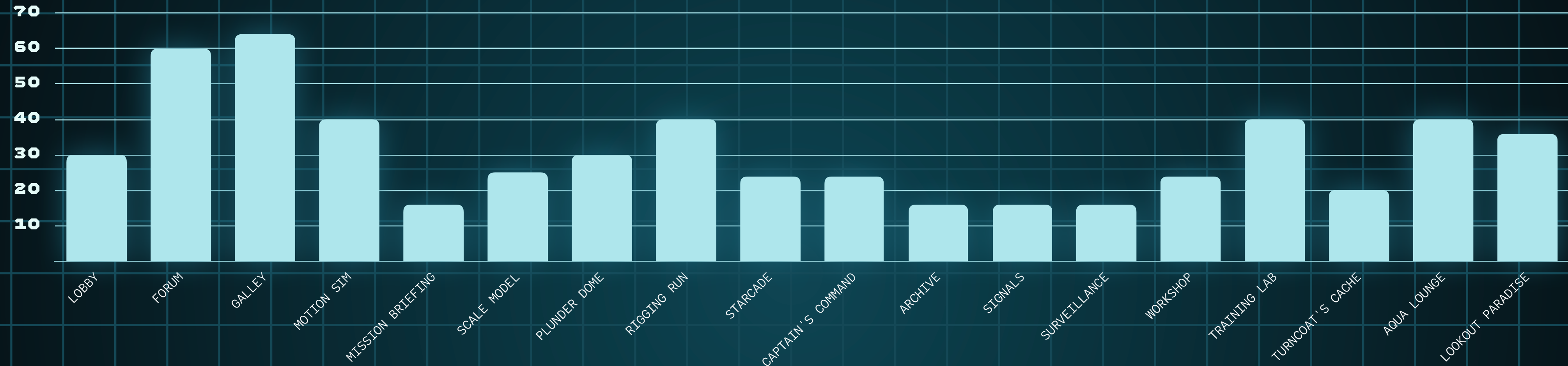
Structured to balance guest engagement with operational efficiency, the space accommodates up to 630 guests across all areas, with a layout that supports a steady flow of visitors. Average dwell times will range from 3 to 4 hours, depending on the guest persona, fostering deeper engagement and maximizing revenue per guest. The experience is built for repeat visitation, with a variety of activities catering to different interests and encouraging ongoing exploration. Additional revenue streams, such as private events, birthday parties, and merchandise sales, further enhance the financial model, ensuring sustained growth and long-term success.

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PHILADELPHIA, PA

BOSTON, MA

PITTSBURGH, PA

OAKLAND, CA

LAS VEGAS, NV

CHARLESTON, SC

NEW ORLEANS, LA

GALEVSTON, TX

SAN DIEGO, CA

LOS ANGELES, CA

TAMPA, FL

KEY WEST, FL

Selecting the right location balances thematic relevance, tourism potential, and unique appeal. Coastal cities like Tampa, Oakland, or New Orleans with rich maritime histories naturally align with the pirate theme.

Non-coastal cities like Pittsburgh and Las Vegas also offer compelling opportunities with their unique narratives, connections to pirates of all kinds, and/or robust tourism infrastructure, making them prime candidates for hosting an immersive experience.

The fully immersive indoor environment is crafted to align with the narrative, creating a rich world for guests. This controlled setting serves as the home base, where atmosphere, lighting, and soundscapes work together to support the story.

However, expanding outdoors with themed waterparks or adventure trails offers new opportunities that complement the indoor experience. These outdoor elements would maintain the immersive quality, providing dynamic environments that enrich the broader narrative.

MARKETING CONSIDERATIONS
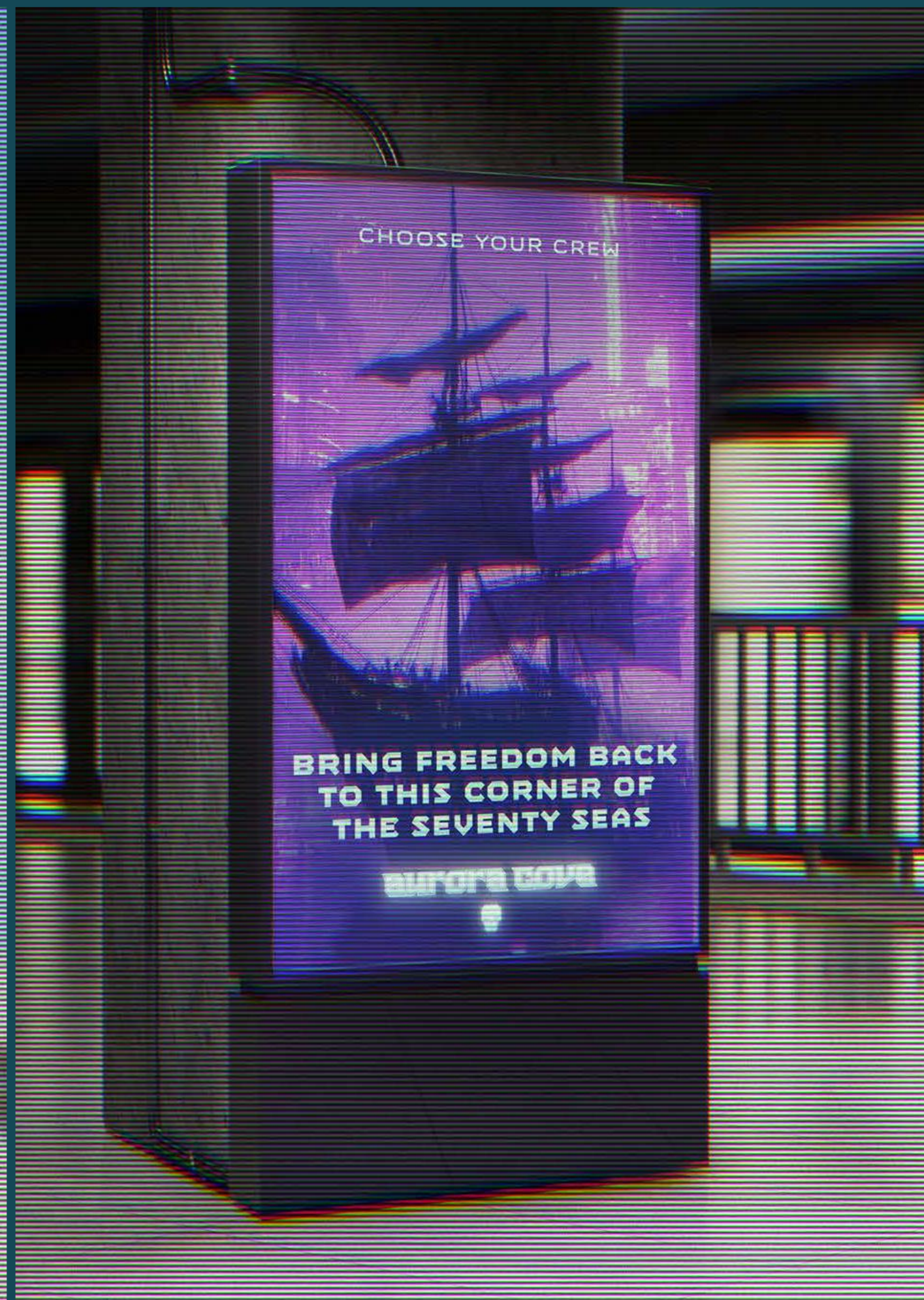
Standing out in a crowded market requires a marketing strategy as immersive and dynamic as Aurora Cove itself. By leveraging our rich narrative and compelling characters, we will craft story-driven campaigns, and immersive preview events that give potential guests a taste of the adventure.

Strategic partnerships with influencers, themed pop-up events, and cross-promotions with sports and entertainment brands will further extend our reach. Limited-time, exclusive content and experiences tied to the evolving story will drive repeat visits and create urgency. Our goal is to forge an emotional connection with guests, making them feel like integral parts of an ongoing adventure, rather than mere visitors.

BELOW DECK

DAVID FERTIK

Ship: Amber Siren

Favorite Drink: The Smoking Gun

Rank: Creative Director

Based in Philadelphia, David Fertik is a multi-disciplinary designer, creative producer and environmental storyteller. With a background as a theatrical artist, David's work explores ways to transport you into the worlds of each story he brings to life. His experiential installations blend practicality and theatricality with education and entertainment, whether it's for a trade show booth, music festival, or an immersive world.

ALEX MCCORMICK

Ship: Emerald Guardian

**Favorite Drink:** Ghostbeard's Revenge

Rank: Narrative Director

Alex McCormick is a writer and actor based in the greater Los Angeles area. With a background in Theatre and Fiction Writing, Alex's work plays on genre expectations and highlights spectacle in storytelling. His work is audience inclusive, always bringing the spectator into the world and rewarding them for their suspension of disbelief. Whether the medium is a novel, short story, film, or play, Alex loves building worlds where patrons can willingly explore and get lost in whichever corner they find most interesting.
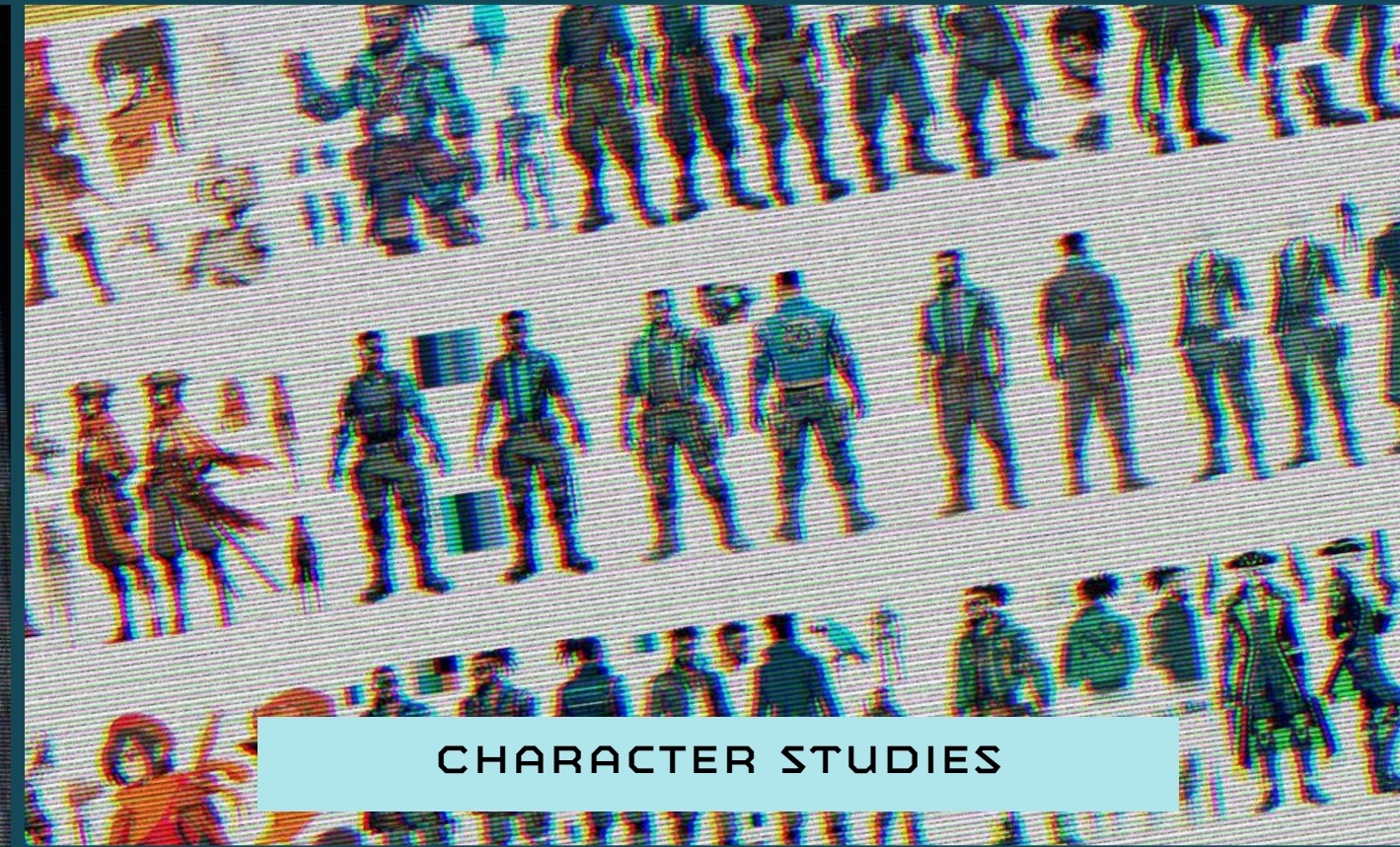
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The design process for Aurora Cove began with initial sketches and evolved through detailed brand and character studies. We explored multiple 3D iterations, experimenting with concepts to capture the unique essence of the Cove. The entire experience was 3D modeled in Sketchup and rendered in Twinmotion, utilizing over **27.1 million polygons, 23.6 thousand objects, and 4.5 gigabytes of textures**. This process was about crafting an immersive world where every detail supports the overarching story. Here is a brief glimpse of our design process.
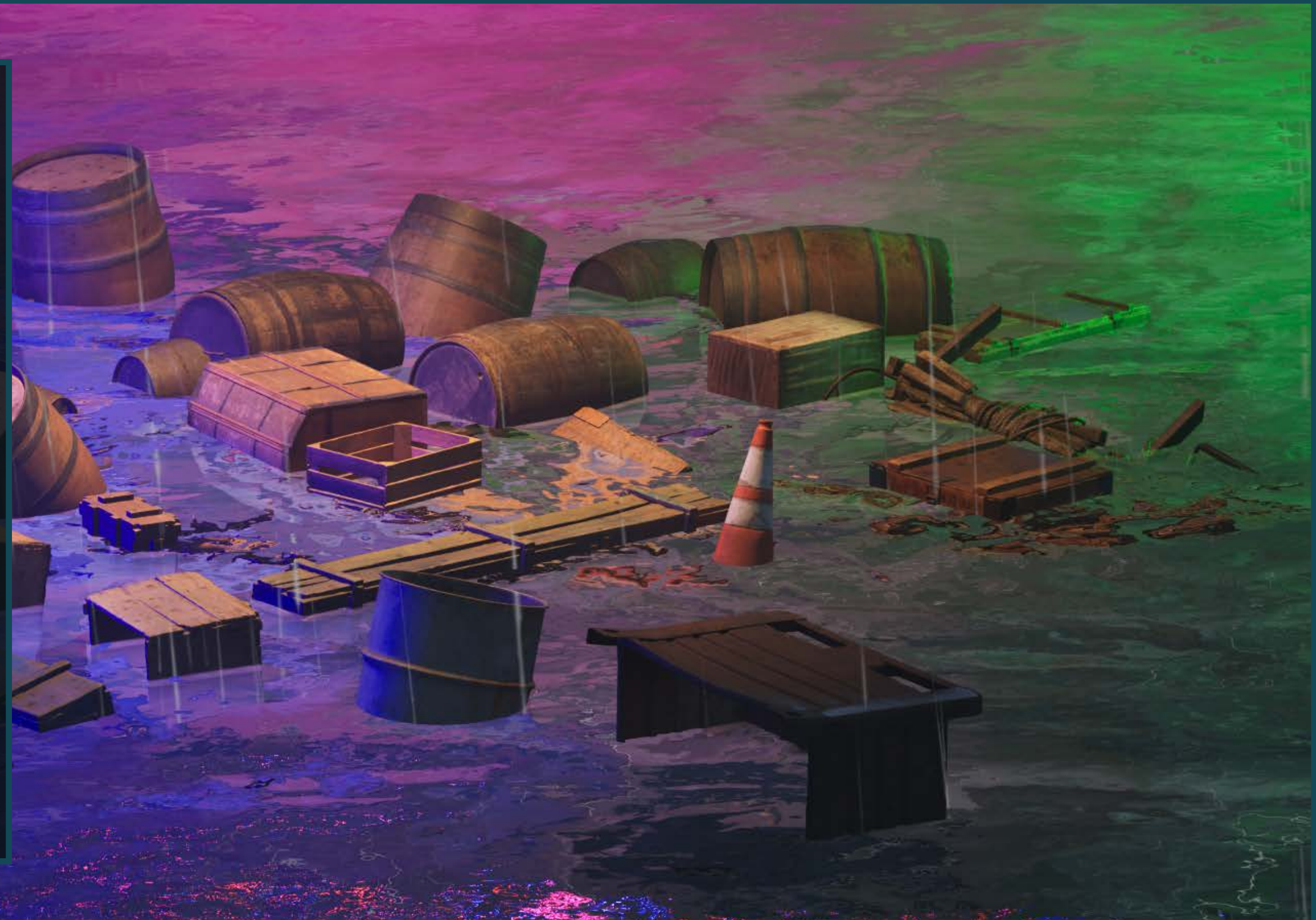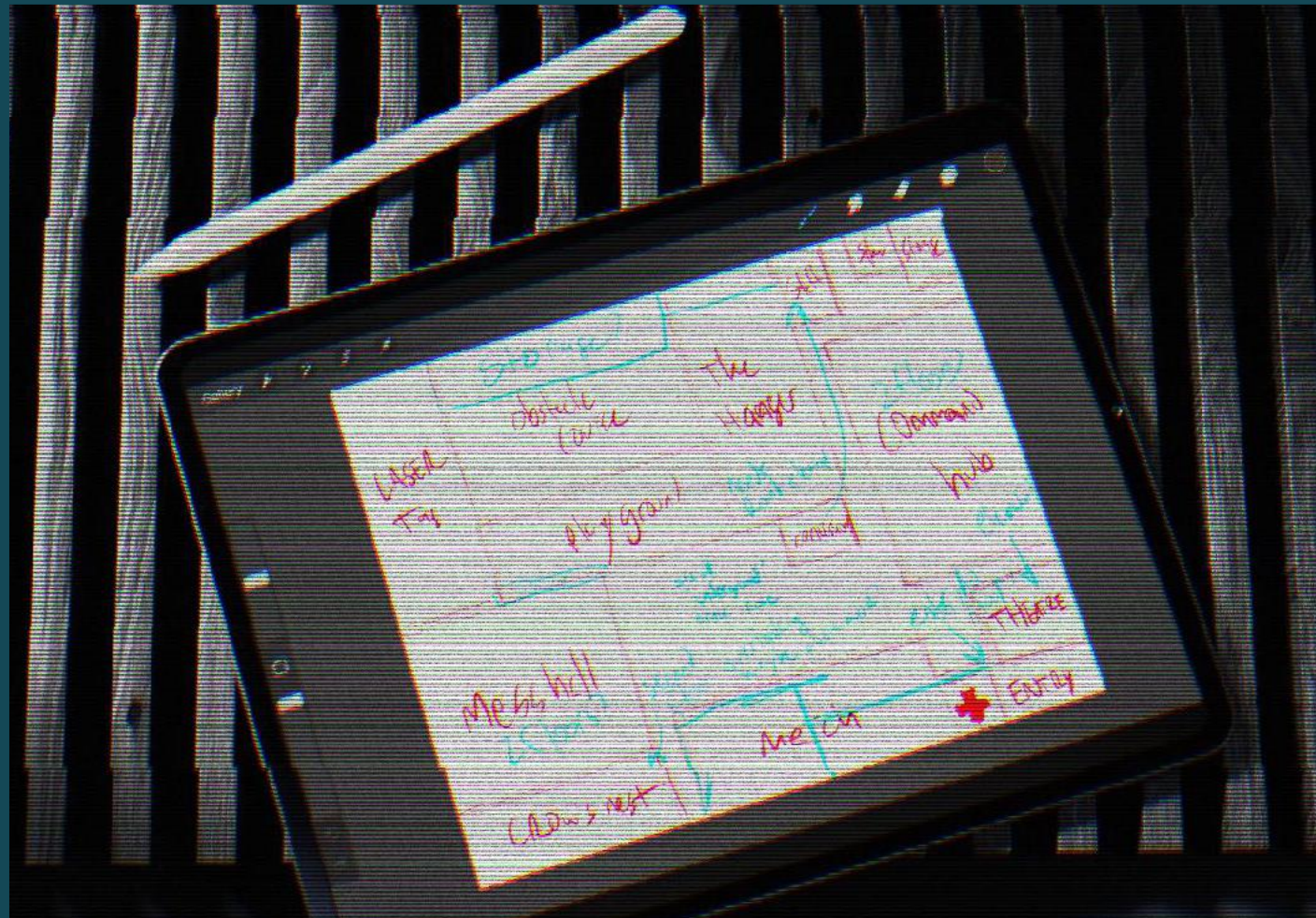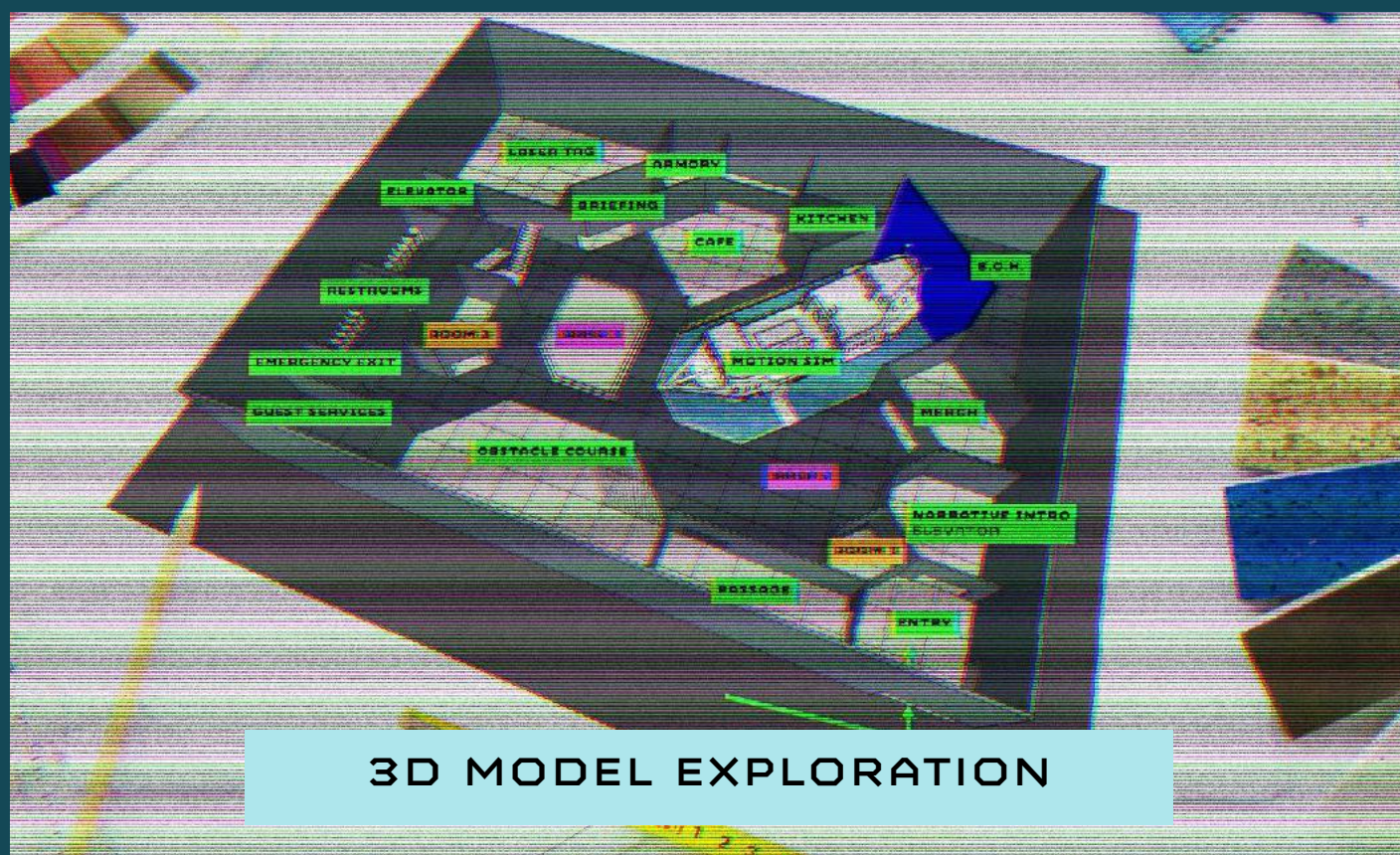
SKETCHES / FLOORPLANS

CHARACTER STUDIES

3D RENDERING
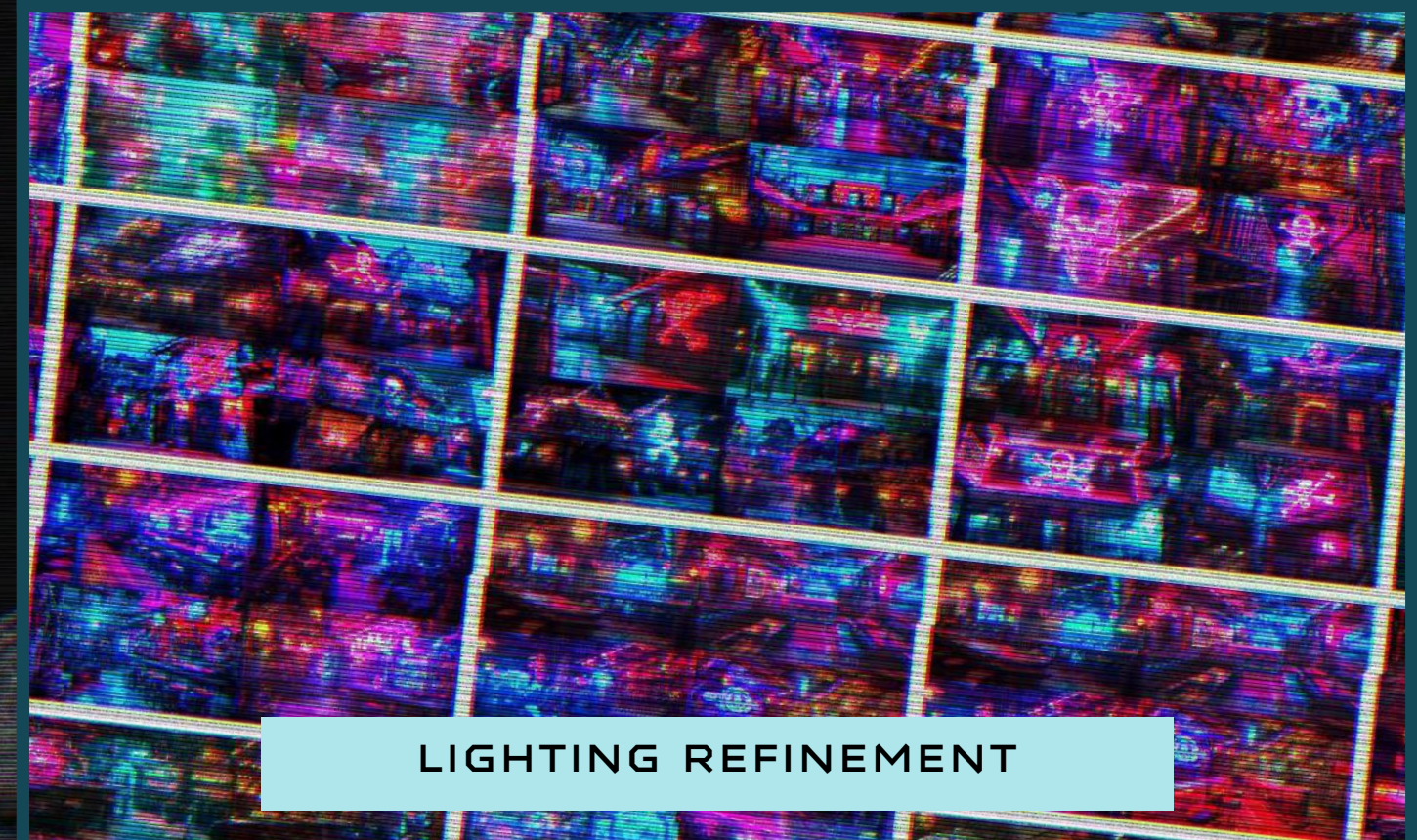
3D MODEL EXPLORATION

BRANDING STUDIES

LIGHTING REFINEMENT