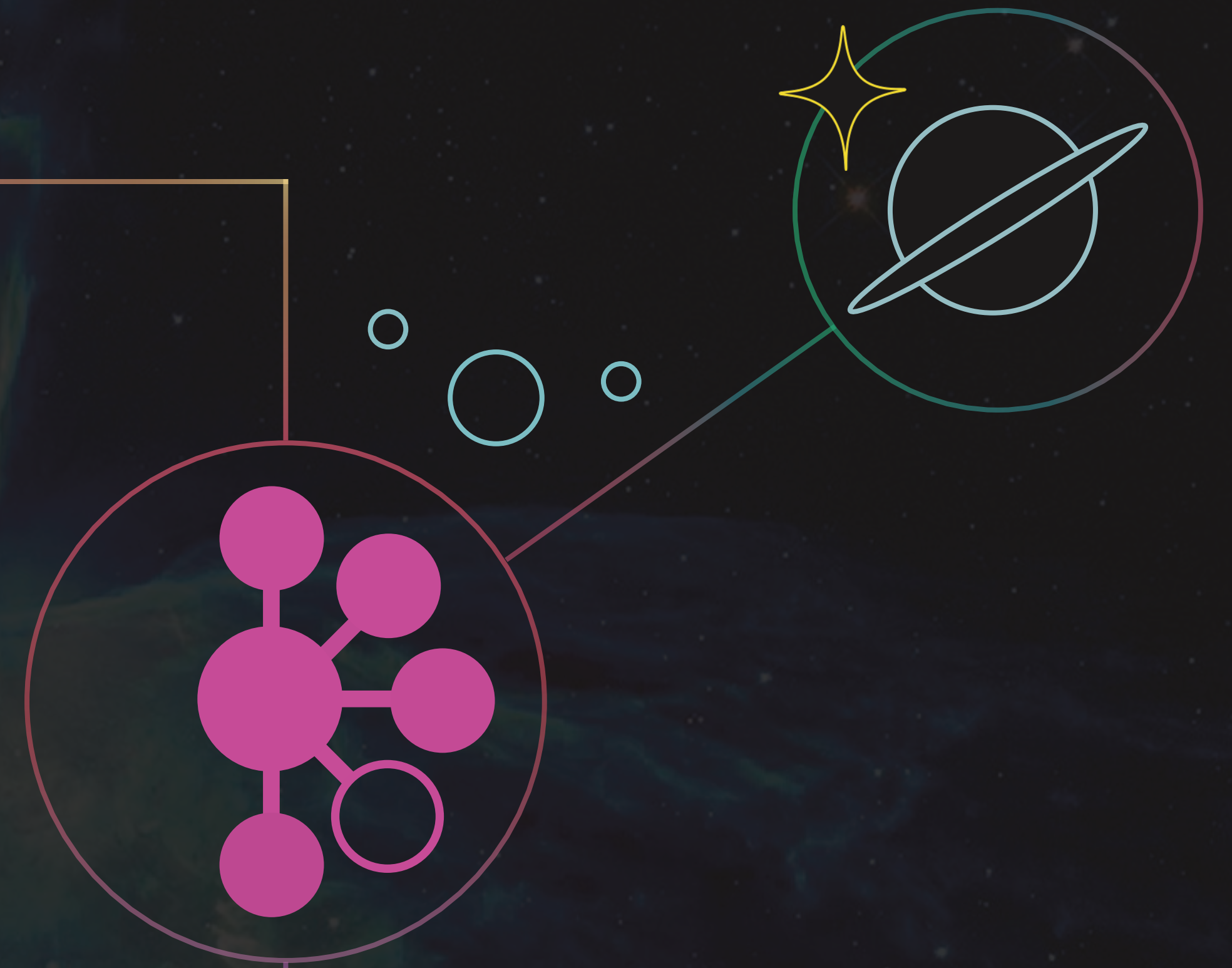


**ALIEN NATION**  
**ALIEN NATION**  
**ALIEN NATION**  
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**ALIEN NATION**  
**ALIEN NATION**

WELCOME TRAVELERS.  
WE HAVE SOME BAD NEWS.





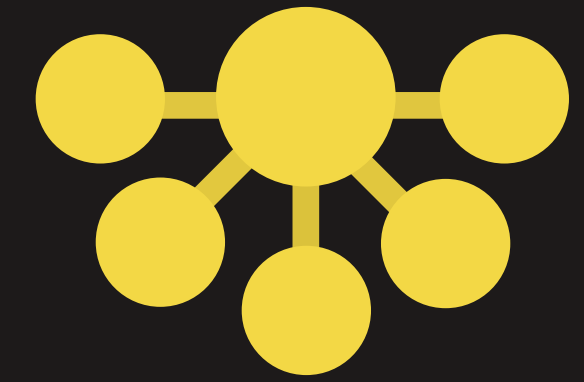
ONE OF THE SHIP'S CREWMEMBERS HAS BEEN  
INFECTED WITH A BRAIN-ALTERING PARASITE.

THIS IS WHY HAVING A BRAIN IS  
CONSIDERED A LIABILITY IN SPACE.



# ALIEN NATION

## INTRODUCTION



*Alien Nation* is an immersive puzzle and social deduction experience that invites visitors to assume a role on an alien crew exploring the far reaches of the galaxy.

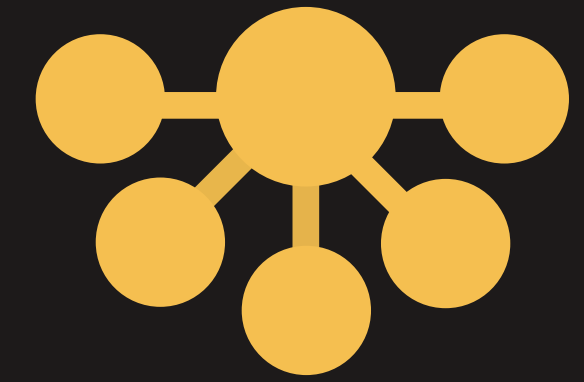


Unfortunately, over the course of the group's adventures, one member of the crew has become infected with an alien parasite that will stop at nothing to spread to everyone on board. Race against the clock to complete the necessary ship repairs and root out the onboard saboteur before it's too late!

Incorporating elements from escape rooms, theme parks, and popular social party games like *Mafia*, *Alien Nation* immerses visitors in a playfully high-stakes mission that will have everyone questioning who they can trust.

# ALIEN NATION

## PROJECT TEAM



Genesis Lee is a 3D Concept Artist specializing in producing designs and assets for a variety of clients in film, games, experiential designs, and commercial work. Realizes ideas into creatures, characters, and concepts through a 3D workflow.



Kathleen Keefe is a Creative Producer who leads projects for Location Based Entertainment, Themed Entertainment, Television Content, and Immersive Media spaces throughout the world. She has a brain parasite.



Lindsey Sprague is a Creative Technologist and 3D / Real-Time Supervisor specializing in media creation / pipelines for Location-Based Entertainment, Immersive Media, and Themed Entertainment.



Michaela Karis is a Writer, Creative Director, and Media Editor with over eight years of experience in Immersive Media and Themed Entertainment.

# ALIEN NATION

## FLOOR LAYOUT

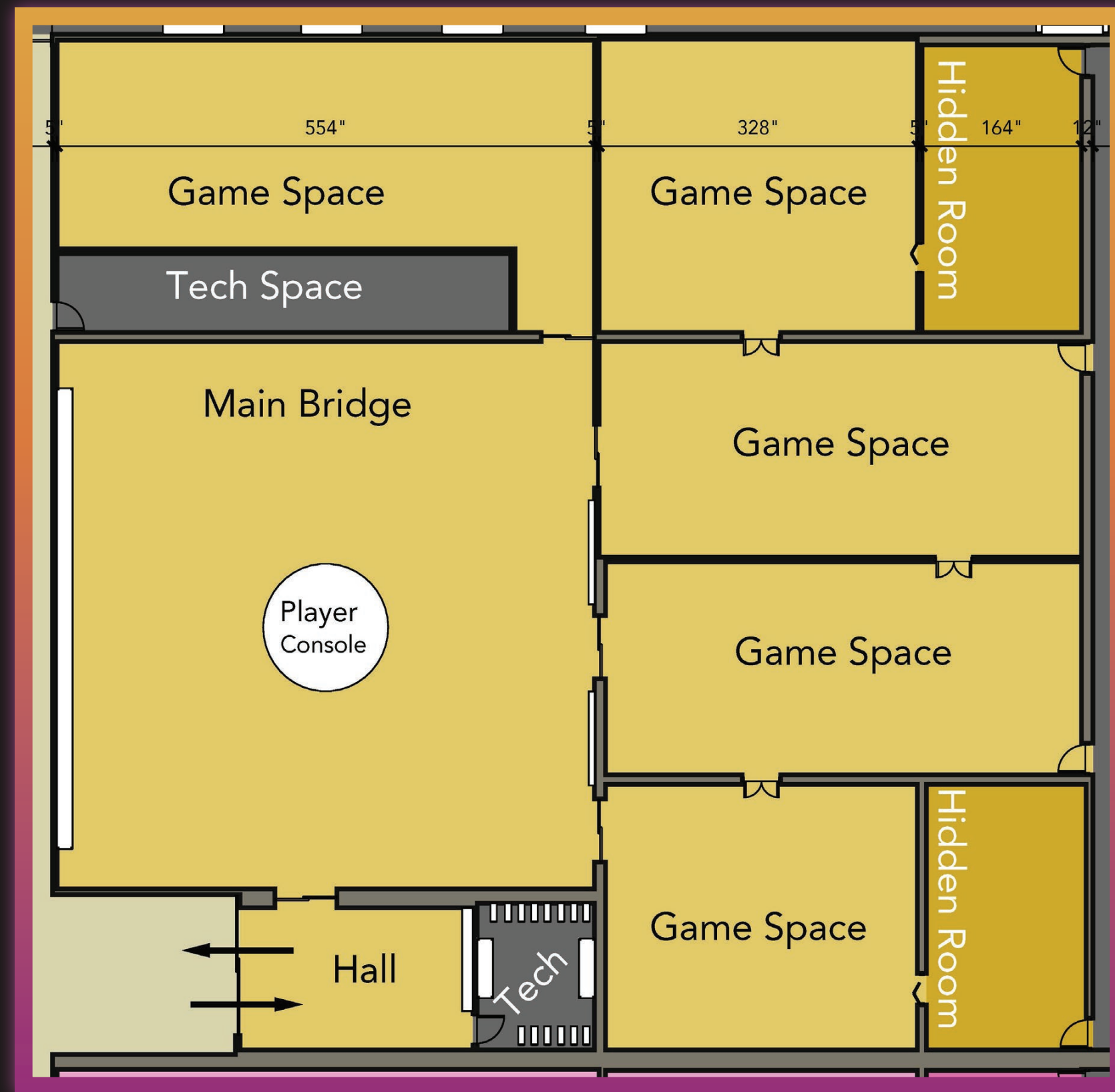
The floorplan of *Alien Nation* is flexible. Because of the modular nature of the layout, it could be adapted to existing spaces; limiting the need for new construction.

A base space of 50,000 square feet could fit four large play spaces and accommodate 20 simultaneous players in the building (as pictured). In this set-up; each space could have an entry bay, a main bridge, five ancillary rooms, and two hidden rooms. Conversely, the space could also be reduced to six smaller play areas where each space only has an entry bay, a main bridge, and two ancillary rooms for 30 simultaneous players in the building.



# ALIEN NATION

## FLOOR LAYOUT



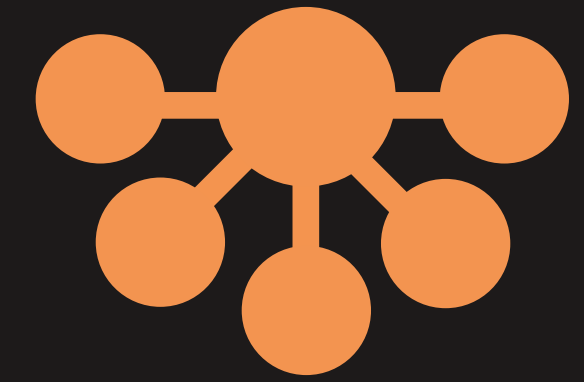
The social game of *Alien Nation* unfolds most successfully when players are in a forced proximity during some points of the game and in a forced separation during others.

Therefore, each module must contain a central "bridge" room where all players must gather for main story events to occur, as well as at minimum two additional smaller rooms where players must disperse to complete unique puzzles and tasks.

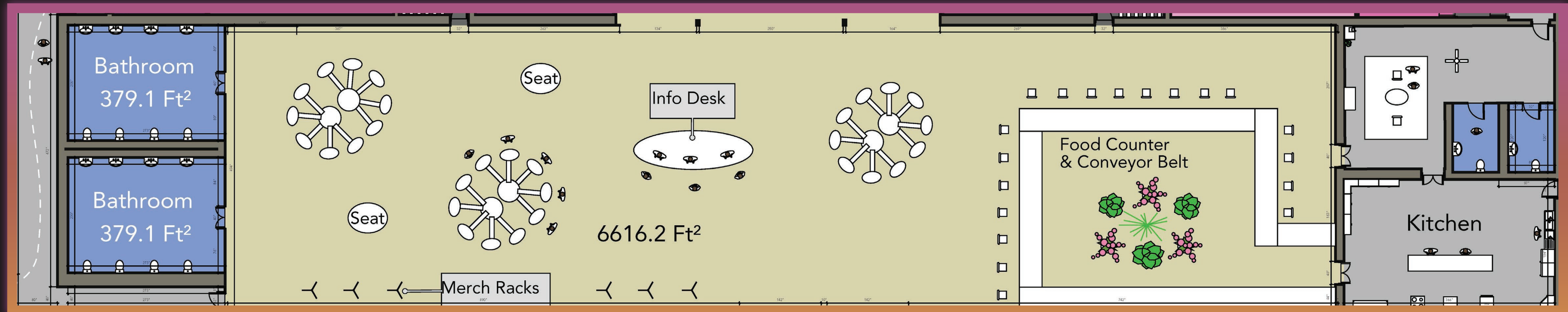
In an ideal scenerio with ample floorplan space, the game could also accomodate "hidden rooms," where players can achieve access through in-game actions. Hidden rooms would have exclusive v interactive elements and opportunities for spying on teammates.

# ALIEN NATION

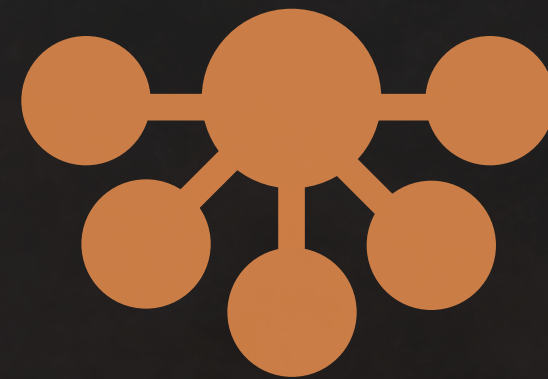
## FLOOR LAYOUT



An entry lobby sets aside roughly 7,000 square feet for RFID/character selection stands, restrooms, a central info desk, merch racks, and a conveyor belt driven space-food bar. Guests can order refreshments at the bar while they wait for their game to begin. Additionally, guests will have an immediate opportunity to purchase merchandise either upon entry or exit into the facility. Monitors along the walls showcase today's "Galaxy's Most Wanted" posters (players who have achieved high scores as saboteurs).

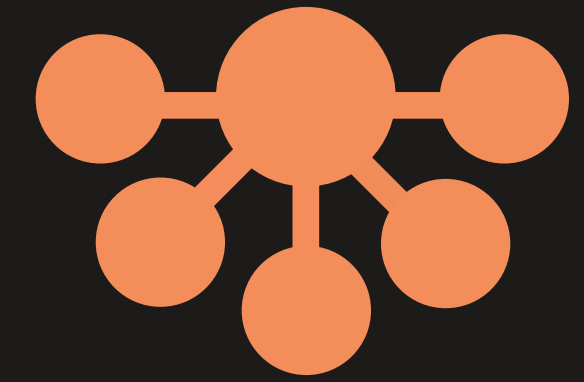


Experience Alien Nation.



# ALIEN NATION

## P R E - A R R I V A L



The *Alien Nation* visitor experience begins before players set foot inside. Visitors can book their experience in advance by selecting a time slot on the *Alien Nation* website:

- Part of booking the time slot involves selecting either saboteur mode (primary game) or collaborative mode (for younger visitors, families, or anyone who prefers a less oppositional game experience).
- The website also presents opportunities for “bundle” deals where visitors can save by purchasing a package of multiple games, either to be played on a single day or over repeat visits.

The website also includes world-building information for people to familiarize themselves with the experience’s alien species and crew makeups before arrival, if desired.

# ALIEN NATION ENTRANCE AND LOBBY



# ALIEN NATION ENTRANCE AND LOBBY

When visitors arrive, they check in with an operator at the central kiosk.

- An operator confirms their reservation and chosen game mode, explains ground rules/safety announcements, and provides assistance with role/species selection.
- Visitors then use a kiosk to select their role on the crew in addition to one of five alien species to which they will belong.
  - Your role determines how you operate within the game.
  - Your species determines special powers you may uniquely possess within the game.
  - The kiosk provides a short description of each species and the main responsibilities of each role.

Visitors can use the restroom and eat/drink some prepackaged themed F&B in between games or while they wait for their reserved slot to begin.

# ALIEN NATION

## ROLE SELECTION

Players' roles determine the nature of some of their tasks in the game and their station's location on the ship's bridge:

- Pilot: Responsible for navigation and piloting-based tasks
- Engineer: Responsible for overall ship maintenance
- Scientist: Responsible for onboard research projects and crew health
- Combat Specialist: Responsible for security and defense
- Comms: Responsible for inter and intra-ship communication

# ALIEN NATION

## SPECIES SELECTION



# ALIEN NATION

## SPECIES SELECTION



NAME: BRAWLIX

POWER: SUPER-STRENGTH

This player can move/open certain items that no one else can.



NAME: NUTARI

POWER: INTELLIGENCE

Certain interfaces on the ship will display in English for this player and gibberish or an alien language for everyone else.



NAME: THERMELIAN

POWER: TEMPERATURE

CONTROL

This player can use gestures to heat or cool certain elements in the room to solve puzzles ("freeze" a pipe closed, "superheat" molecules to burst something.)

# ALIEN NATION

## SPECIES SELECTION



NAME: WOGPOLLI

POWER: PAST-SIGHT

When this player activates an interface, they can see the name of the last person who interacted with it, providing them with potentially valuable information about who might be the saboteur; in collaborative mode, this player can see how certain interfaces looked before they were “broken,” allowing them to peek at solutions to certain puzzles.



NAME: MAGNEDRA

POWER: CHARM

At the end of the game, this player gets two votes when voting on the identity of the saboteur; in collaborative mode, this player get bonus hints from the ship’s AI.



GALACTIC REGULATIONS REQUIRE THAT ALL CREWS BE  
STAFFED BY ONE INDIVIDUAL FROM EACH OF THE FIVE  
PRIMARY MEMBER NATIONS OF THE UNITED  
INTERPLANETARY COUNCIL...

ENSURING EACH CREW HAS THE DIVERSE SKILLSETS  
REQUIRED TO FACE THE GALAXY'S MANY  
UNKNOWN PERILS.



# ALIEN NATION

## SPECIES AND ROLE

Species and role selection is limited to one person in each species and role per crew, though role and species selection are chosen independently of each other.

- Role selection could be done through ranked choice (each player ranks their first, second and third choices and the system tabulates and assigns roles accordingly) or it could just be first come first served.
- Once selected, visitors scan an RFID pin/badge at the kiosk to load it with their character information (the badge could also track past roles/stats and unlock special Easter eggs for repeat visitors).

# ALIEN NATION

## BETI

Accompanying visitors on their ill-fated mission is the ship's onboard AI: Basic Emoticon-Type Infobot, or as she prefers to be called, BETI. Remotely operated by an external game operator, BETI appears as an animated character on a monitor in the ship's bridge.

BETI's major scenes, including the pre-flight orientation, opening cutscene, and game conclusion can be pre-produced and recorded by an actor, while interactions during gameplay would be puppeted live using a "Turtle Talk" style system.

As in escape rooms, the operator/BETI's job is to keep watch over the room through a system of cameras and microphones and ensure rules are being followed, while also nudging players in the right direction if they start to get off-track. Unlike in most escape rooms, BETI is a fully developed character who participates in the game experience, starting friendly but growing increasingly aggravated by the "stupid organic lifeforms" as the game goes on.

# ALIEN NATION BETI



# ALIEN NATION

ENTRY / ORIENTATION

SPAN: FIVE MINUTES

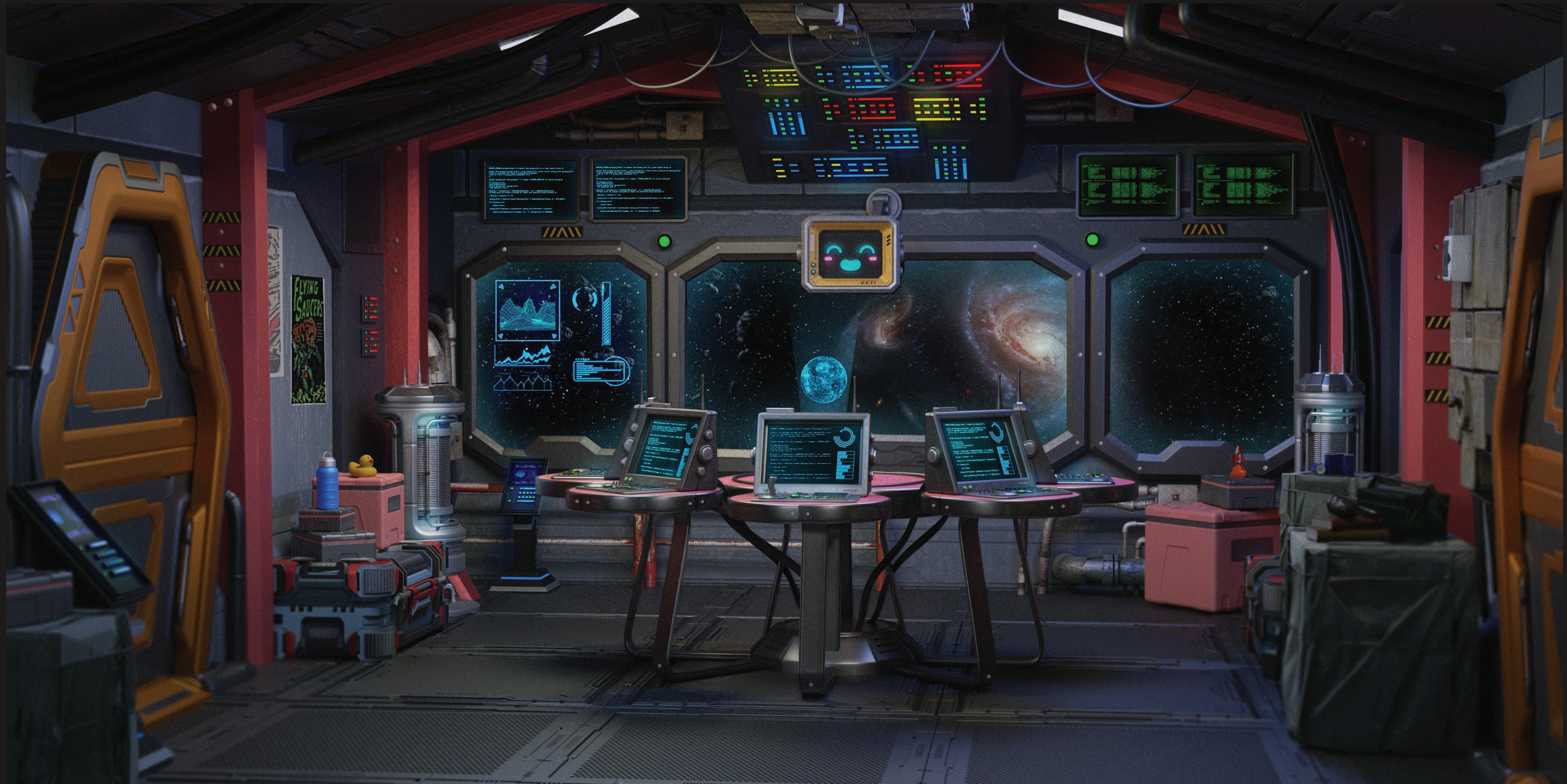
When their slot is called, visitors proceed to a “pre-flight” room where they are introduced to BETI and their roles are briefly recapped.

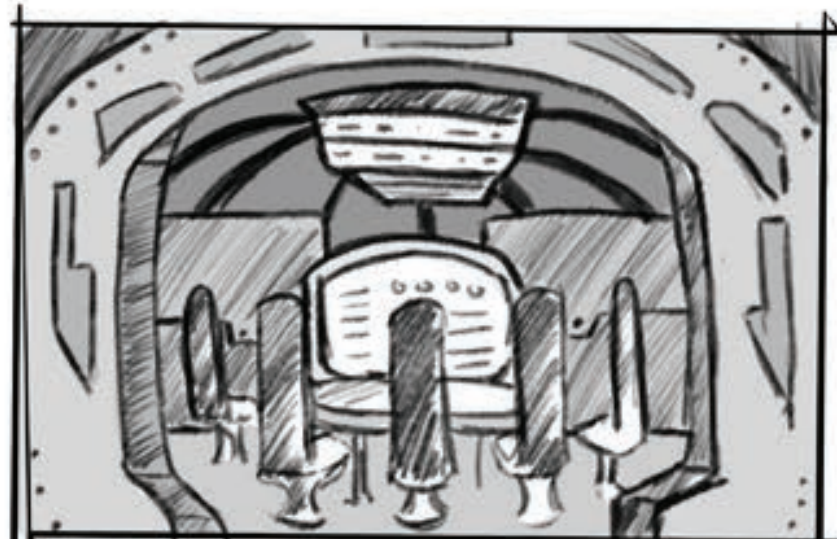
A reflective wall in the room shows each visitor in their alien form, activating a tracking volume which allows guests' movements to drive their dopplegangers, similar to animated emojis on a phone.

When the doors open, each visitor proceeds to their role's station on the ship's bridge.



# ALIEN NATION SHIP MAIN BRIDGE

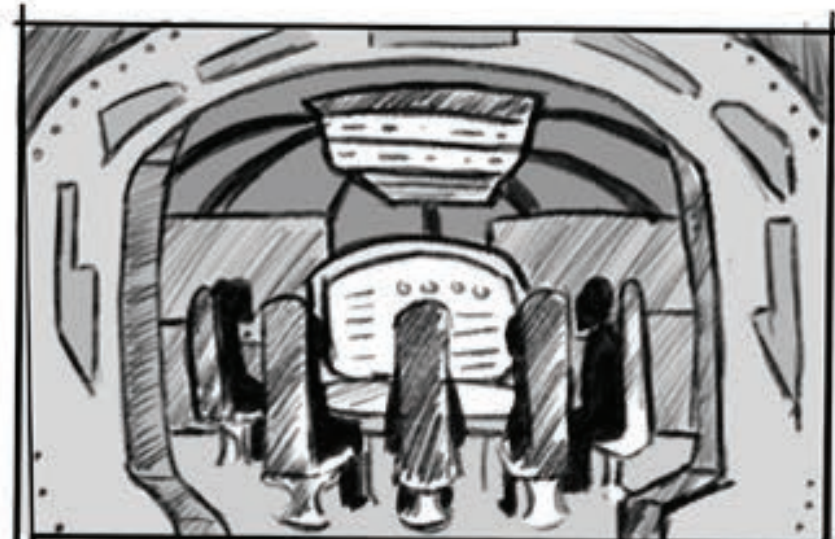




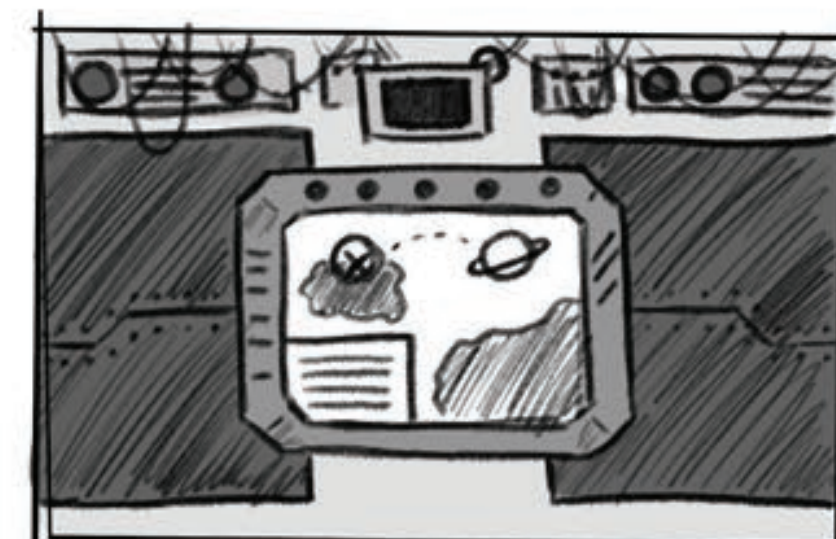
- Enter to the main hub to see navigation screen and table with seats -



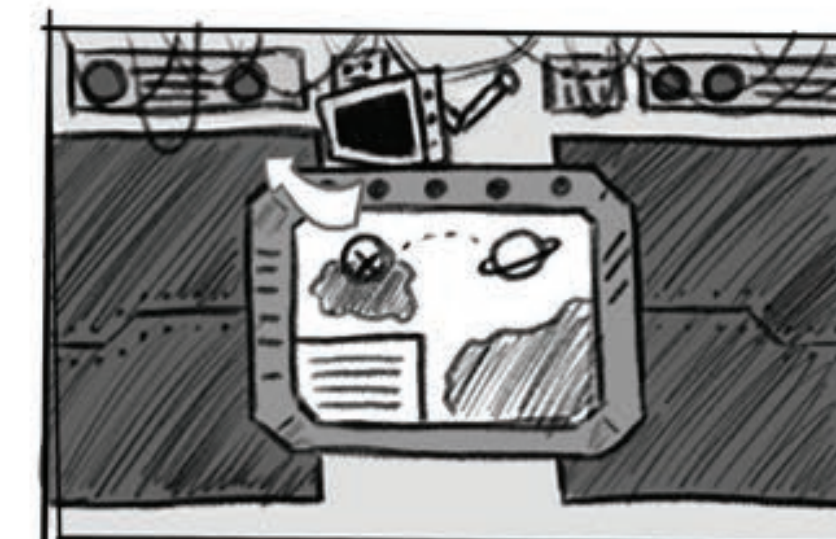
- Guests file into Bridge -



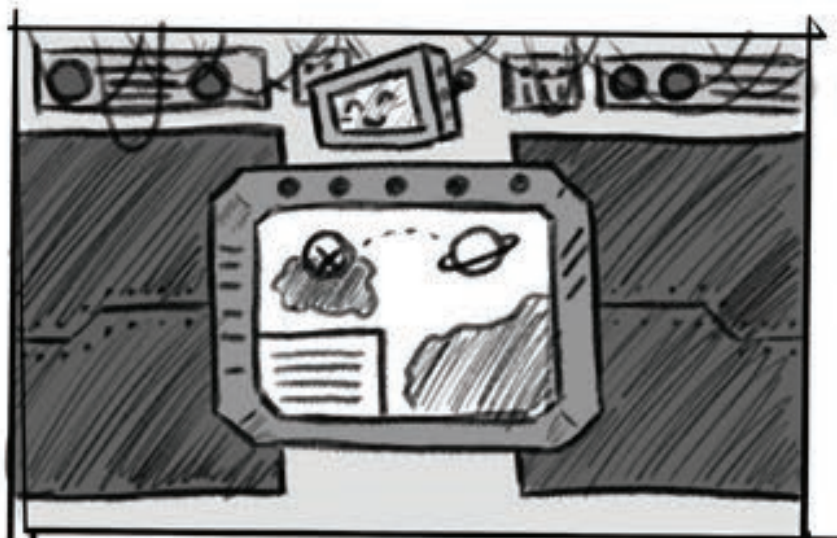
- Guests take seat in front of tablet with icon of their specialty -



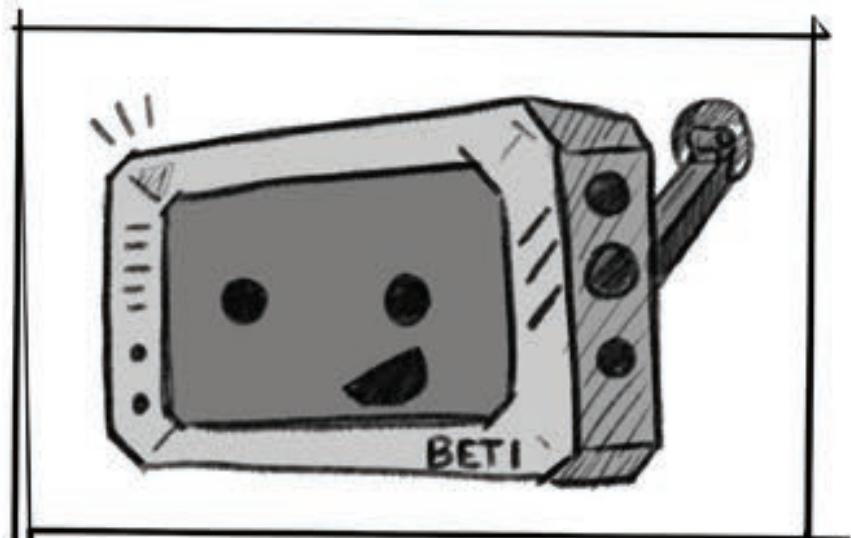
- Technical whirring noise emits as map shows ship launch off planet -



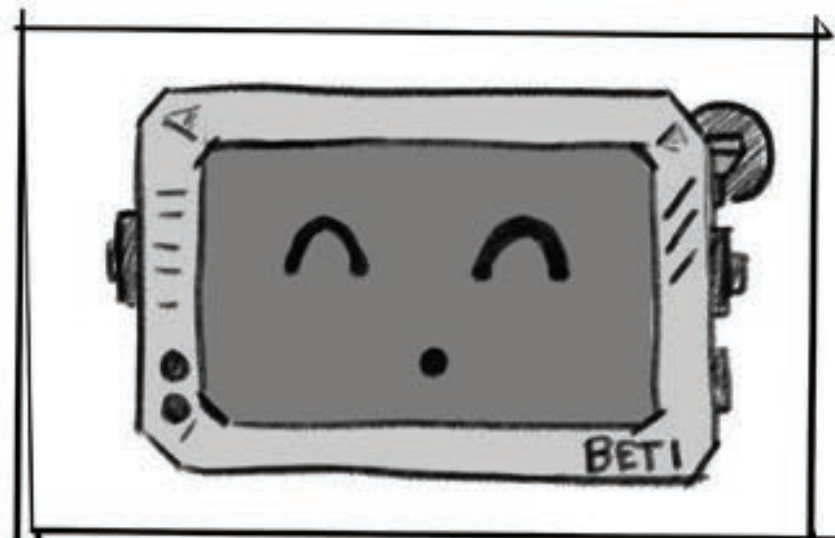
- Screen moves from where flush on the wall and reveals metal arm -



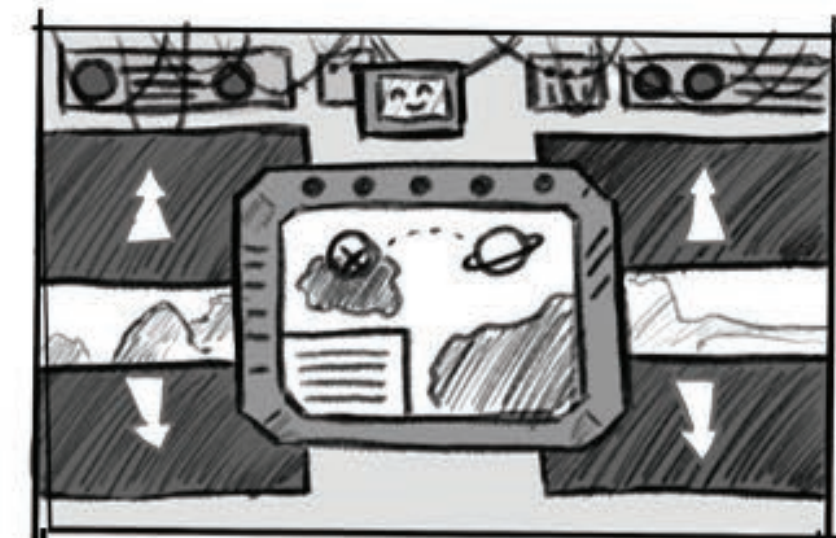
- LED screen flashes on and reveals a smiling emoticon face -



- *Excellent work, crew! We're preparing for takeoff shortly -*



- *Charting the course, preparing the engines, just enjoy the view! -*



- Windows panes on the ship begin to open revealing alien planet -



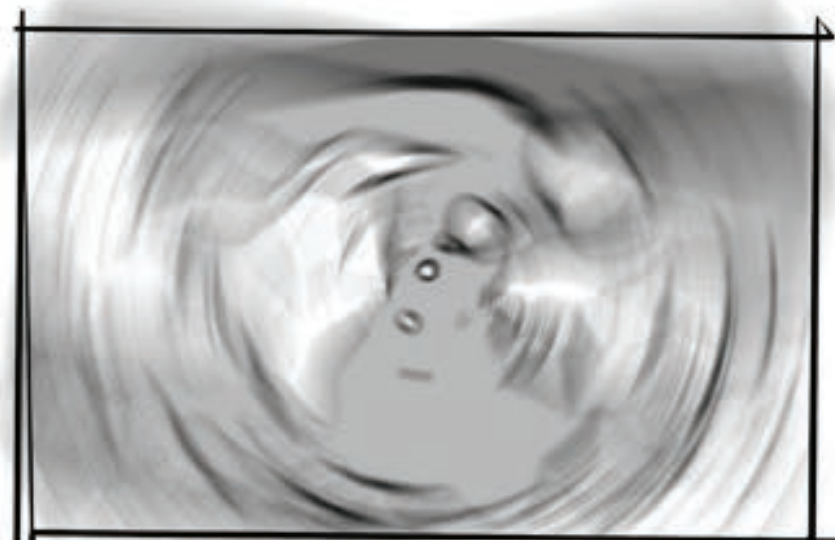
- One of five planet options is played on LED screen 'windows' -



- Loud clanking sounds and smoke billows outside window -



- Ship rumbles and guests feel haptics in seats as the world shakes -



- World outside blurs as lights flash in ship -



- Smoke curls around windows while cracks form on glass -

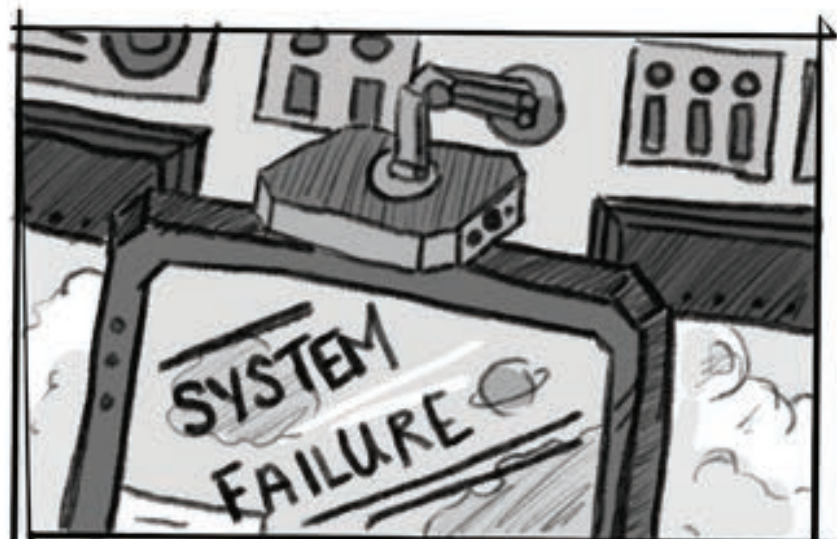


- Tentacles grasp at the glass, suctions sticking to the frame -

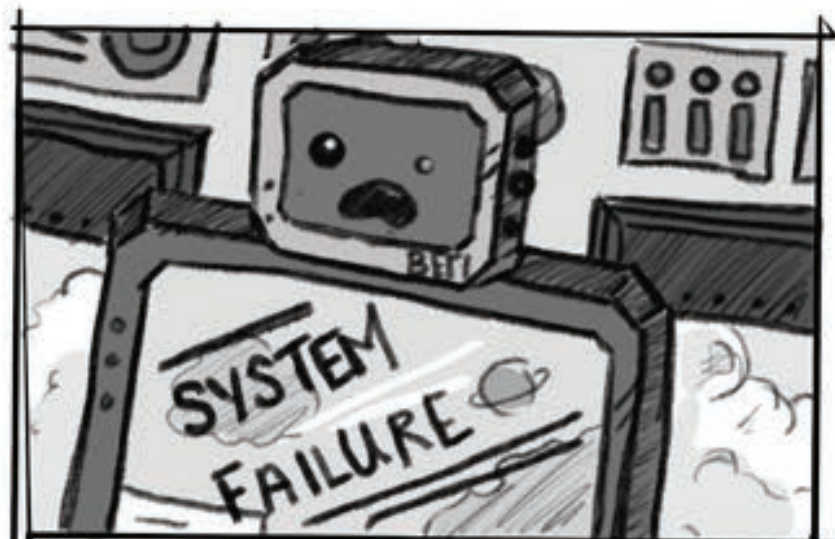
System Failure!

If I had been programmed  
with the capacity to  
understand why organic  
beings use futile curse  
words during times of  
distress I would  
be employing a colorful  
vocabulary right now.

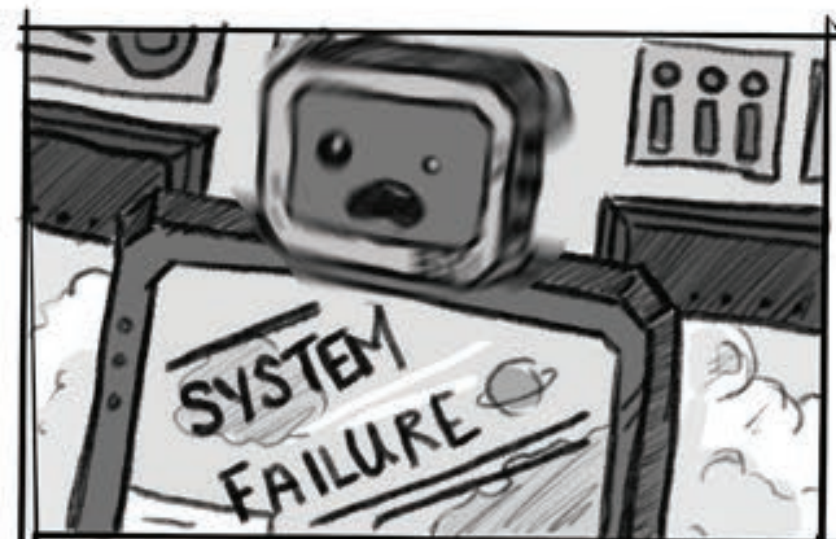




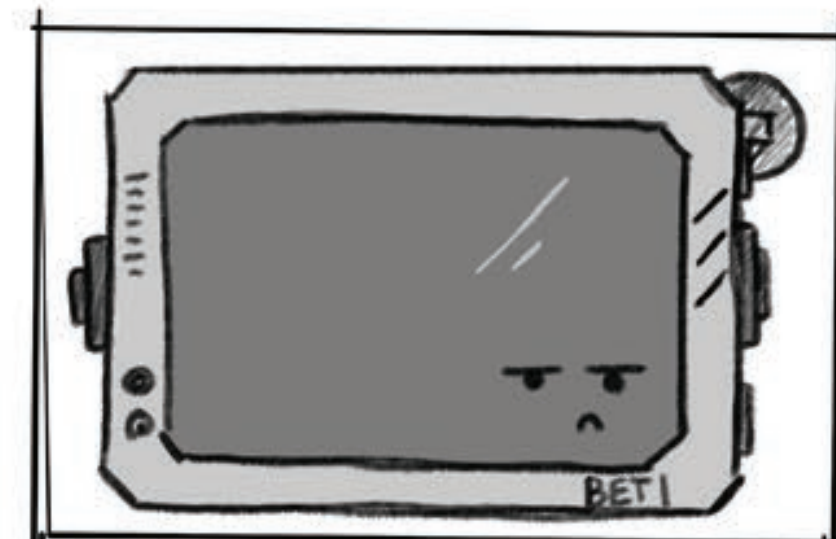
- SYSTEM FAILURE flashes while BETI examines the navigation -



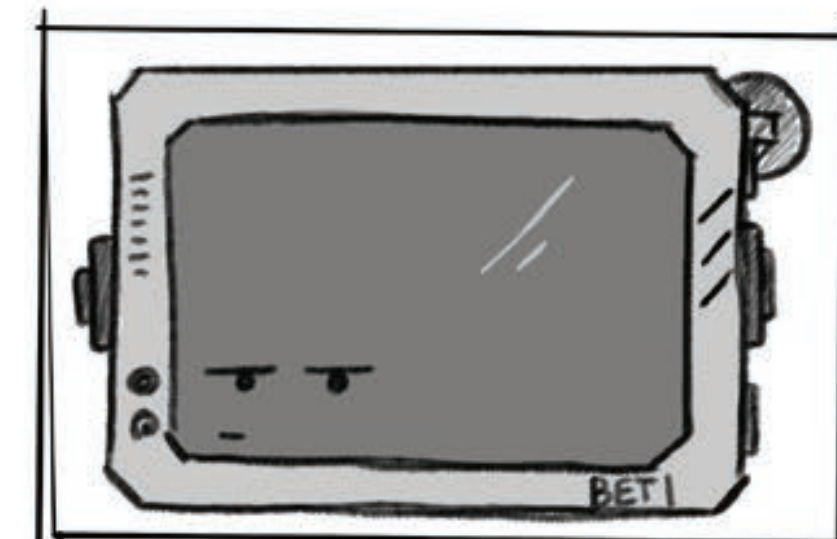
- Realization of the catastrophe hits BETI while smoke builds -



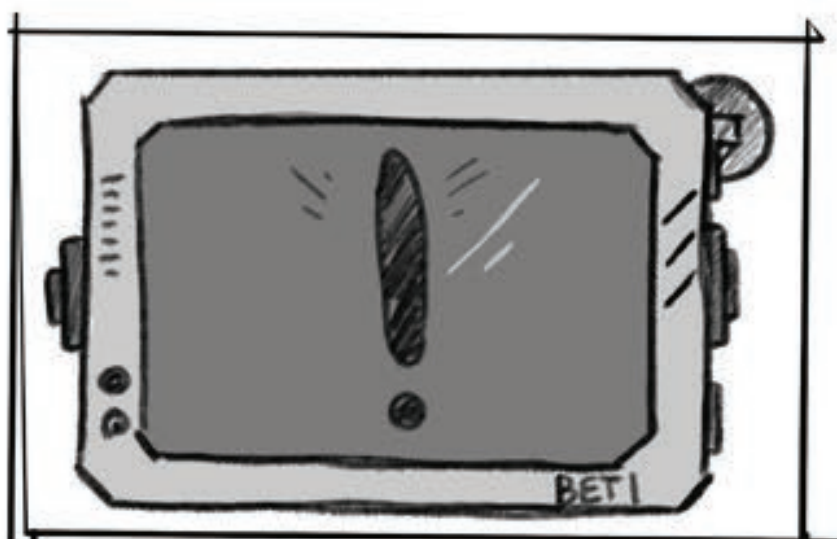
- BETI exclaims as the ship continues to flash -



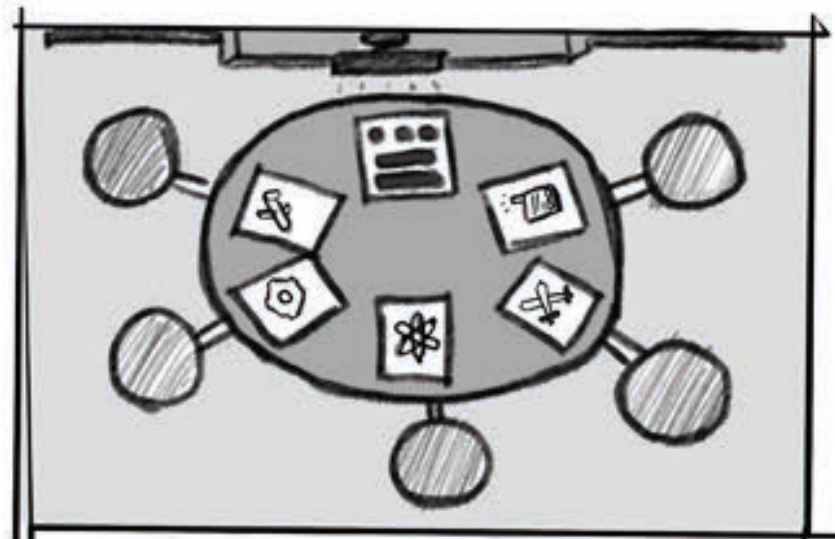
- All systems were operational... -



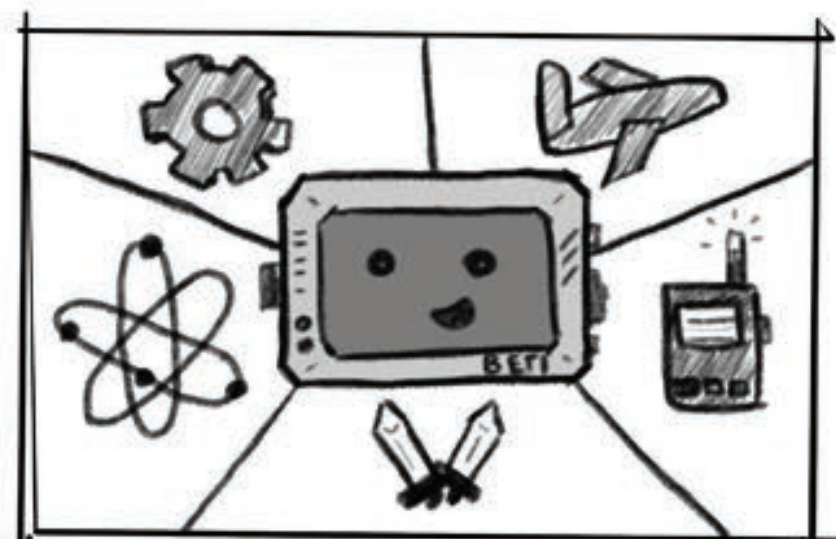
- Equipment passed all checks, which means the only liability left... -



- Organic organism's brain! -



- BETI explains to the guests one crew member has a parasite -



- BETI continues to explain the crew specialties and game overview -



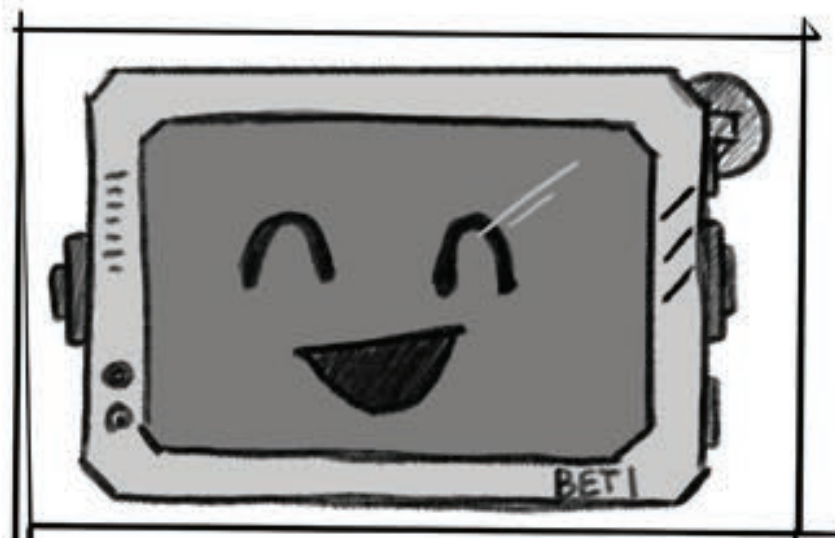
- As the game starts, BETI explains general floorplan of ship -



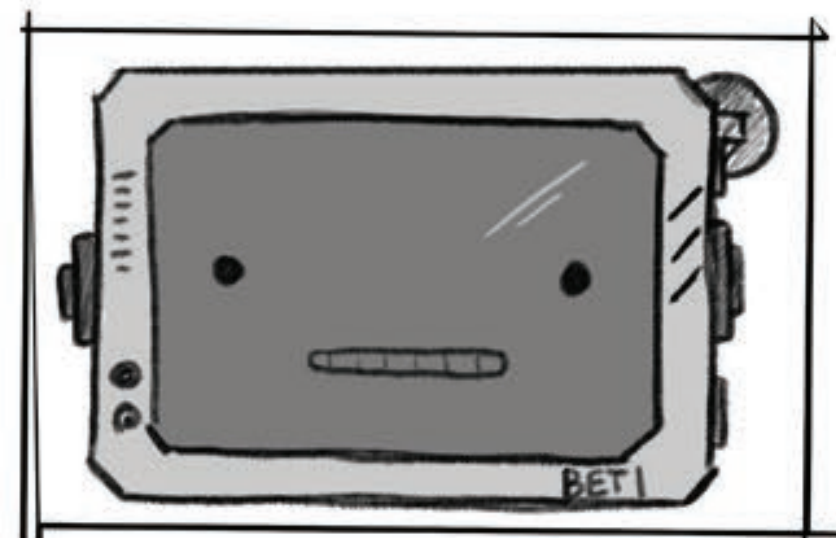
- Doors of different rooms of ship begin to open -



- Doors complete open once BETI is finished explaining gameplay -



- I know you can fix the ship and find the parasite! -



- Well... maybe. You are driven by brains, after all... -



- Can you fix the ship in time? -



- More importantly... who has the parasite? -



My sensors detect flight system destruction typical of a brain-controlling space parasite. Unfortunately, this means one of you has already been performing it's bidding and it will now stop at nothing to multiply.

You all must identify the parasite-infected member and fix the ship before time runs out. Whichever one of you is infected will be manipulated by the parasite to work against the rest of the team.

# ALIEN NATION

## GAMEPLAY

### SPAN: FORTY-FIVE MINUTES

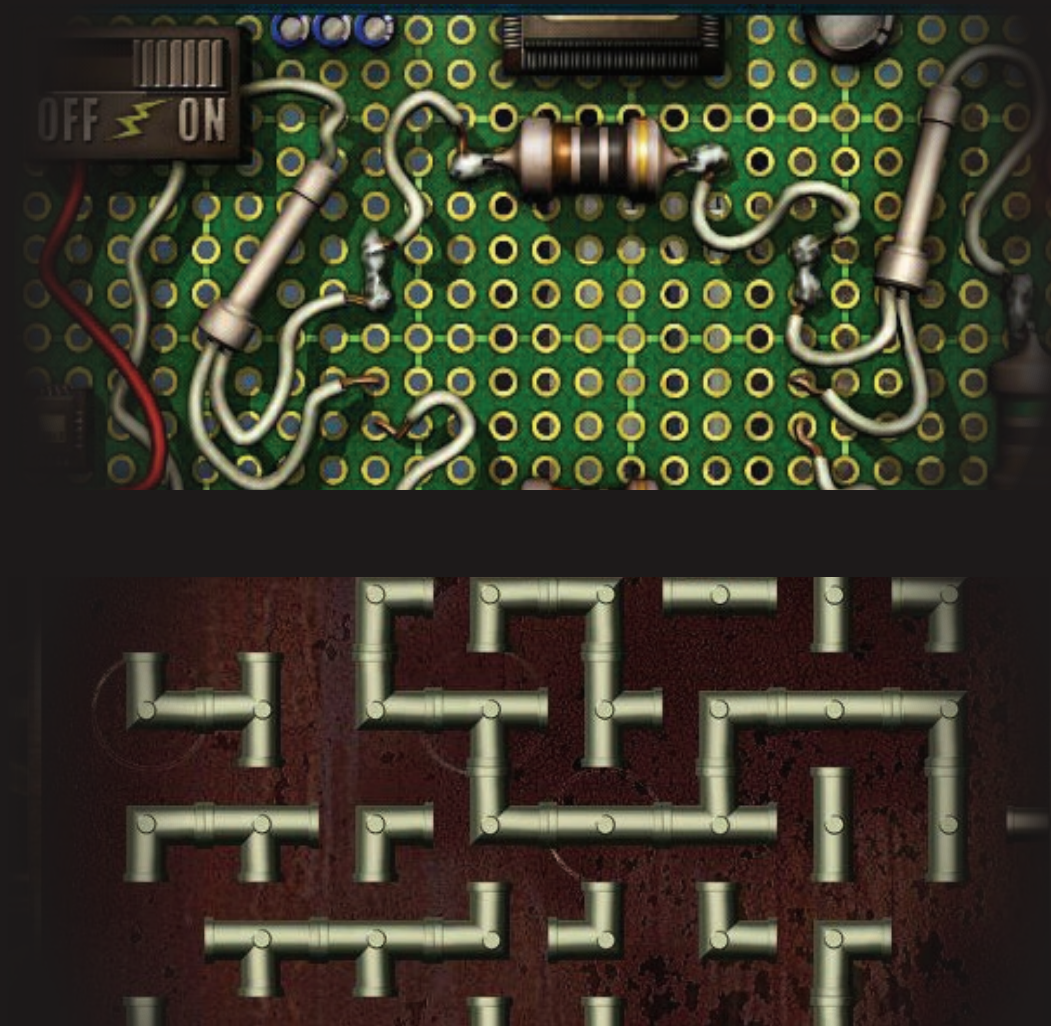
In saboteur-mode (primary game mode), BETI sets up the saboteur scenario and tasks the crew with both fixing the ship and finding the parasite. In collaborative-mode, BETI instructs the crew to work together to fix the ship.

Each player's station populates with a list of tasks required to get the ship back in working order. Some tasks can be completed at their station while others require moving to different areas of the ship. Tasks involve a range of puzzle/escape room-esque activities, some on screens, some in the physical space, like fixing a broken pipe or replacing the ship's fuel.

Some tasks are individual, while others require participation from one or multiple other players. Some tasks are "generic" in that any member of the crew could be assigned it, while others are specific to a given player's role.

# ALIEN NATION INTERACTIVE PLAY: INSPIRATIONAL REFERENCES

(References I. a. through I. h.)



# ALIEN NATION

## SAMPLE TASKS



### COMMS TASK LIST

- ☐ Repair communication array on the Bridge and send distress signal
- ☐ Download and decode diagnostic report from Ship's Mainframe
- ☐ Patch hull breach in the Galley
- ☐ Cycle power in Med Bay
- ☐ Vent CO2 from scrubbers in Life Support
- ☐ Remotely guide crewmates through Reactor Core to restore power



### PILOT TASK LIST

- ☐ Use Navigation Station on the Bridge to calculate ship's new course
- ☐ Use joystick at station to control Ship's robot arm and conduct external repairs
- ☐ Set engine power on Bridge to 3
- ☐ Reset graviton stabilizers in Engineering Bay
- ☐ Realign magnetic containment field on dangerous specimen in the Lab
- ☐ Enlist crewmate help to contain Gargle infestation in Cargo Bay (3 Person Task)



### ENGINEER TASK LIST

- ☐ Balance overheating power cells in the Reactor
- ☐ Divert power from Galley to life support
- ☐ Repair broken pipe in Cargo Bay
- ☐ Set engine power on Bridge to 5
- ☐ Recalibrate flux capacitor in Engineering Bay
- ☐ Flush and refill fuel tank in Reactor (2 person task)

# ALIEN NATION

## GAMEPLAY: SABOTEUR!

In saboteur mode, one of the players is randomly selected to be the saboteur. The saboteur is not directly told that they are working against their crewmates, rather their list consists of tasks to undo everyone else's work. This means that everyone is trying to figure out who the saboteur is, including the saboteur themselves!



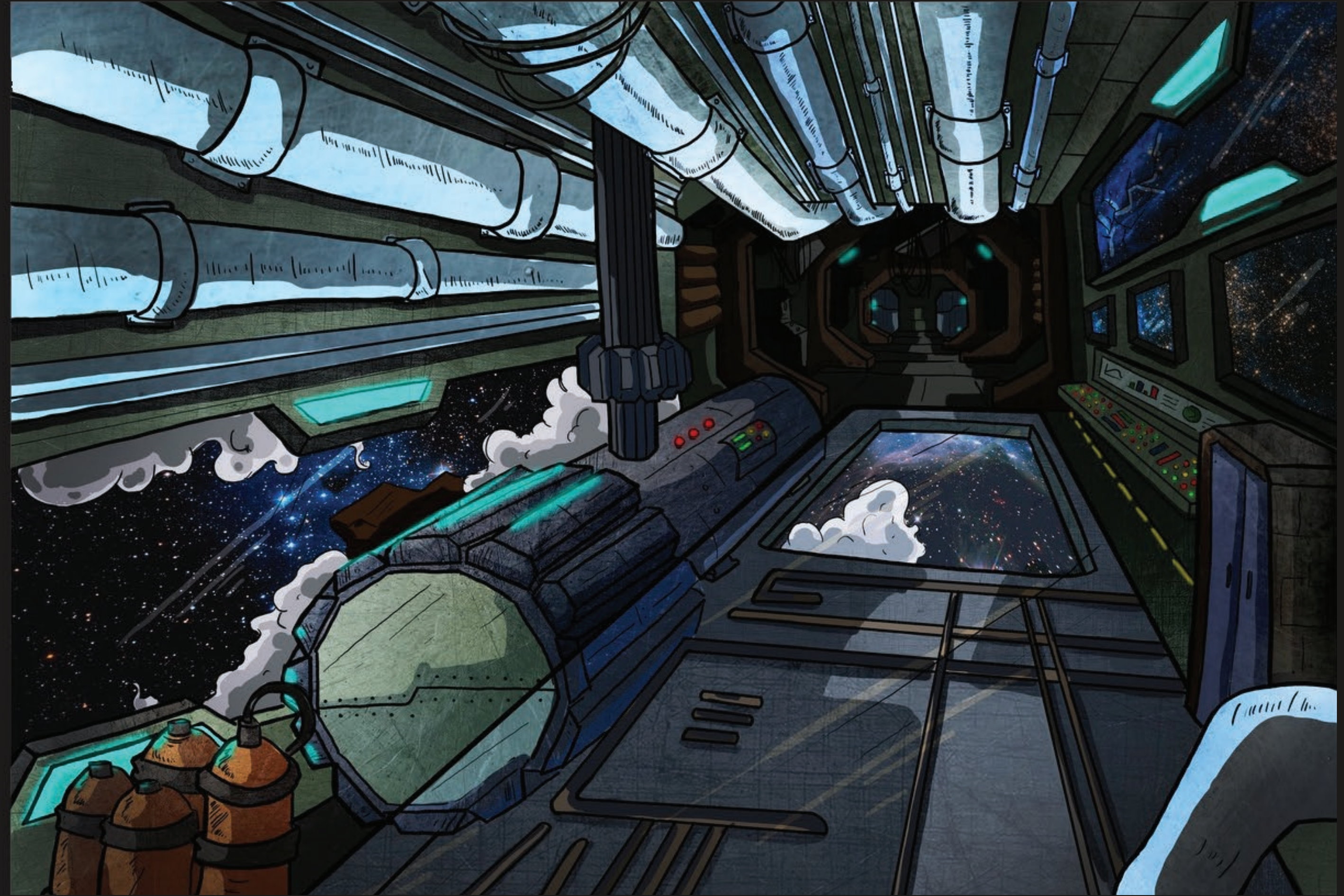
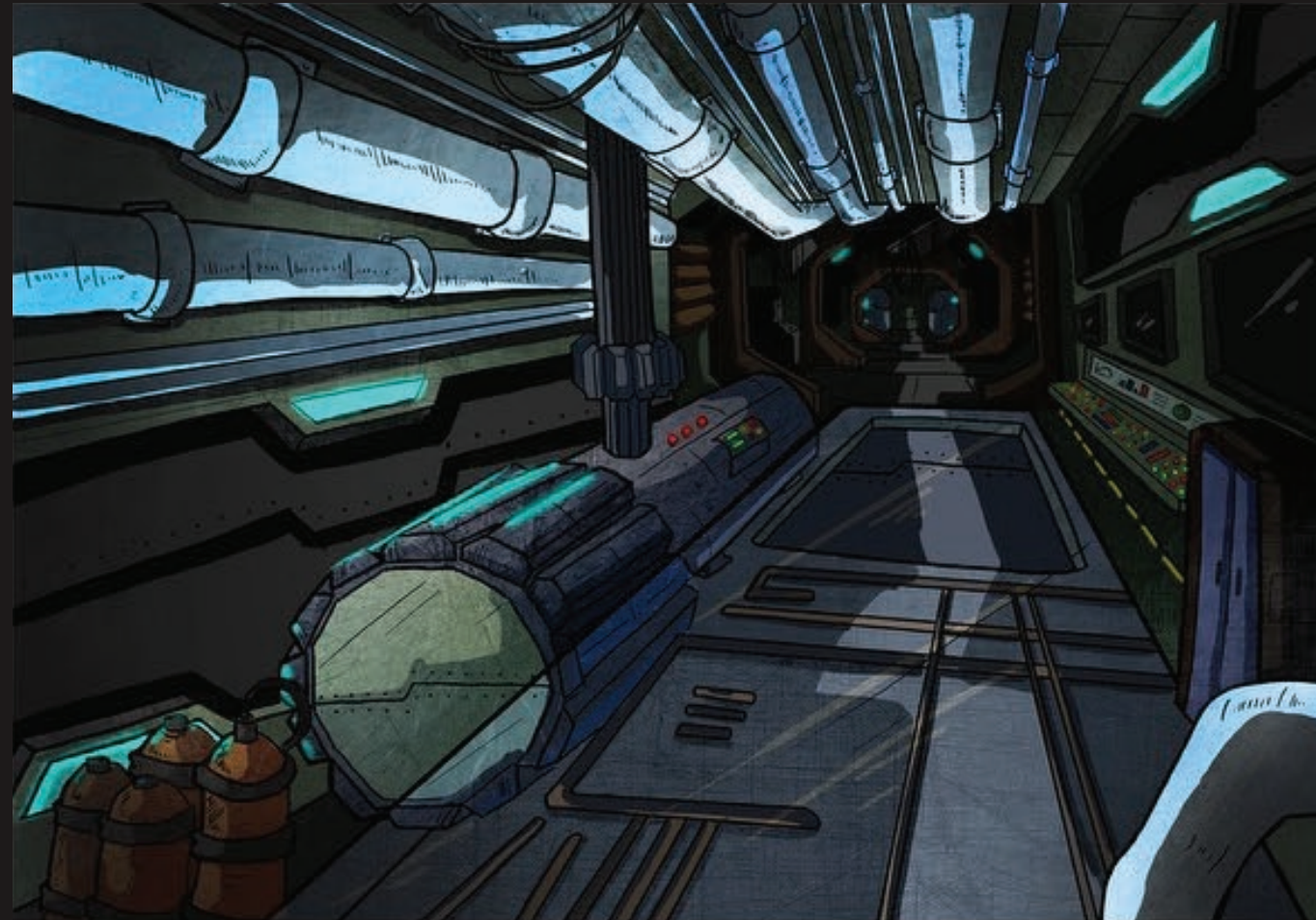
As the game goes on, the saboteur's actions wreak increasingly obvious harm on the ship/crew.

The task lists update with additional actions to fully fill the 40-minute game time, getting progressively more difficult with each update (and allowing stat tracking through each player's RFID badges).

Throughout the game, BETI (controlled by the operator outside the room) helps guide players along, intervening as needed when they're stuck, clarifying instructions, and diffusing tension as necessary by getting progressively more comedically annoyed as the game goes on.



# ALIEN NATION CONCEPT OF ANCILLARY ROOM



# ALIEN NATION

## GAMEPLAY: CONCLUSION, VOTING

When 40 minutes have elapsed, all interfaces/puzzles lock and BETI calls all players back to their stations in the bridge.

The game counts completed vs undone tasks and determines if the ship is able to take off.

A stat system tracks how successful the crew was at fixing the ship, ranging from complete failure, limping off the planet, flying off with some systems down, or flying away fully functional. A cutscene dramatizes the ship's failure or successful launch from the planet.

Regardless of ship outcome, in saboteur mode, the crew uses the interface at their station to place their vote on who they think the saboteur is. "Lasers" (a lighting effect) lock onto the player with the most votes and the chosen player is "zapped." The crew then finds out if they voted correctly.

Possible outcomes include: Didn't fix ship, didn't find saboteur (no stars), fixed ship, didn't find saboteur (one star), didn't fix ship, found saboteur (two stars), fixed ship and found saboteur (three stars).

# ALIEN NATION VOTING



YOU FIXED THE SHIP! YAY!

BUT YOU FAILED TO IDENTIFY THE SABOTEUR,  
ZAPPING AN INNOCENT CREWMATE IN THE PROCESS.

NOW THE PARASITE HAS ERUPTED FROM ITS  
INITIAL HOST, SPREAD TO THE REST OF YOU  
AND IS USING YOUR NEWLY FIXED SHIP TO SEED  
ITSELF ACROSS THE GALAXY.

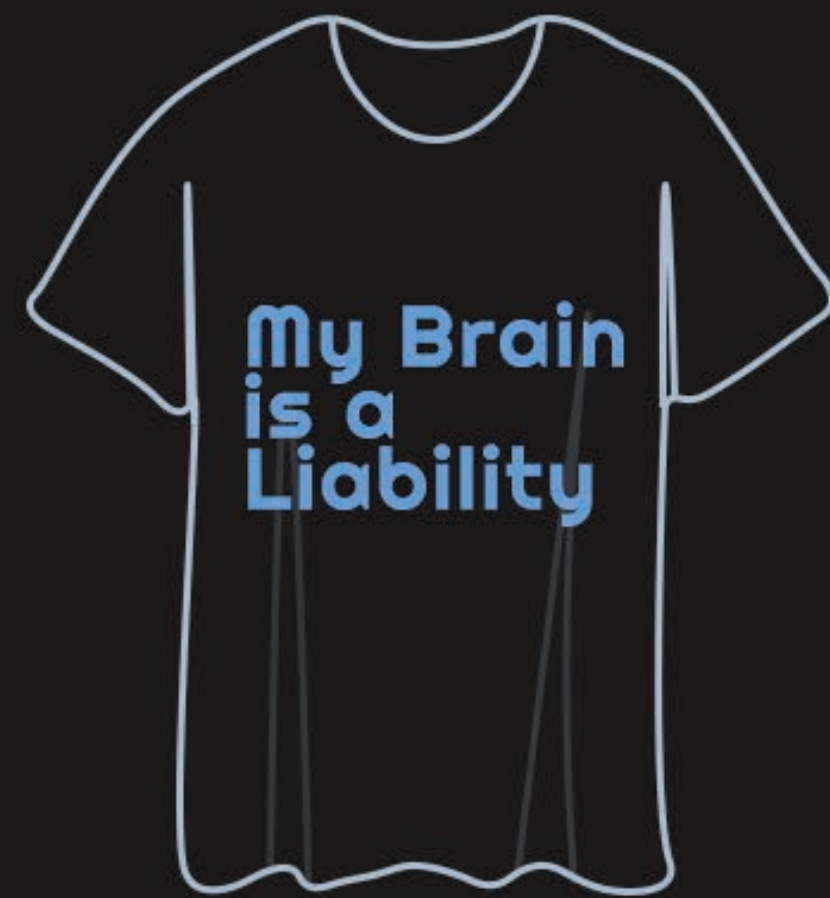
CONGRATS ON SEALING THE DOOM OF INTELLIGENT  
LIFE EVERYWHERE!



# ALIEN NATION

## EXIT

After the experience ends, players can visit the gift shop to buy upgraded badges, species-specific clothing items (ears, masks, etc), crew uniforms, or other branded merch.





LET'S LOOK AT  
THE STATS!



# ALIEN NATION

## TECHNICAL NARRATIVE

Due to the complex nature of gameplay, technical setup requires the use of multiple technologies to ensure an immersive and cutting-edge experience.

✦ BETI will utilize a real-time rendering and motion capture pipeline, implementing Unreal's Metahuman skeletal setup, along with a custom dynamic texture with blendshapes for her vast range of expressions. This gives flexibility for two methods of character playback: to utilize a crew member to drive her reactions backstage or ingest pre-recorded videos to her motion capture rig, allowing a programmable library of recorded scenarios to be triggered.



# ALIEN NATION TECHNICAL NARRATIVE

As various games are activated throughout the experience, *Alien Nation* employs all senses in order to have a total immersive experience.

Using tracking software to analyze motion data from the guests once they enter individual rooms / tracking volumes, *Alien Nation* uses the transform data in order to initiate various surprises.

Whether it be utilizing this data to trigger events from a real-time scene that activate projected animations or have elements follow guest gestures through hand-tracking, this brings the ship to life as teams figure out how to fix it.

These real-time scenes and technical playback will be centralized in the tech sections allocated in the floor map of the game room.

# ALIEN NATION TECHNICAL NARRATIVE

Along with the utilization of tracking, motion capture, projection, and real-time rendering,

*Alien Nation* also embraces practical effects to immerse all senses.

Throughout gameplay, guests will embark on different challenges, including a power outage

that cuts the lights and relies on IR camera filtering in order for the Comms Director to navigate

the crew effectively throughout the space. As the game progresses and the ship continues to break,

the temperature will begin to decrease in the play volume.

This combination between practical and technological effects allows the individual game volumes


to be customized, updated, and set up to fully immerse guests into the environments. Because the game

volumes are modular and have various tech server spaces, the networking and infrastructure in the building

can be customized based on the space, while maintaining necessary latency requirements.


# ALIEN NATION FRANCHISE POTENTIAL

The science-fiction approach of *Alien Nation* naturally lends itself to a variety of engaging puzzles and storylines while also making it easy to seamlessly integrate technology into the experience. However, should the experience prove successful, the same core gameplay and technological approach could also be “reskinned” for many different concepts, creating opportunities to expand into multiple locations as a full franchise.



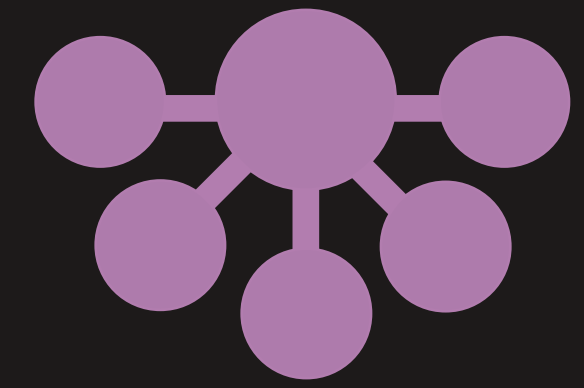
In place of aliens infected with a parasite, the game could be adapted to genres like high fantasy (Someone’s been possessed by a dark power!), Cold War espionage (Find the secret double-agent!), or superheroes (Uncover the supervillain’s mind-controlled minion before they take over the world!), etc.

Because the core gameplay and technology infrastructure would remain the same, only surface-level theming and scripting would need to be updated for each new version, providing visitors with experiences that feel fresh and unique while reducing start-up costs. Multiple locations with different overall themes would drive visitor traffic between the unique locations and also expand into demographics beyond those interested in sci-fi. Subsequent versions of the game could also provide opportunities to license IP for branded versions of the experience.



# ALIEN NATION

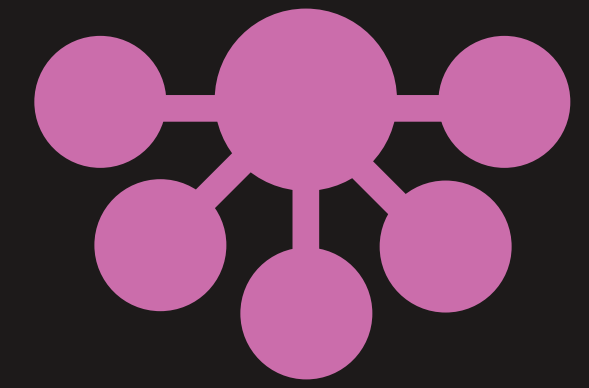
## STAFFING FOOTPRINT



Thanks to the user-driven nature of this experience; *Alien Nation* is able to operate with a relatively skeleton crew.

Examples include:

- The lobby information desk would require 2-3 customer service agents.
- The “BETI” initiative would require 1 game master per active game pod.
- Technological maintenance would require 1-2 on-site specialists.
- The front dining area would require a small kitchen staff and 1-2 hosts.



# ALIEN NATION

## SIMILAR PRODUCTS

The continued popularity of escape rooms and “social deduction” entertainment and games indicates that *Alien Nation* appeals to a large and growing market:



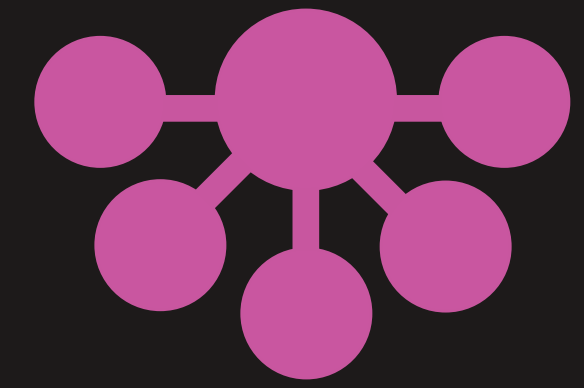
Escape Room market size was valued at USD 7.8 Billion in 2024 and is projected to reach USD 30.8 Billion by 2031, growing at a CAGR of 14.6% from 2024 to 2031. *(Reference II)*



Virtual social deduction game *Among Us* reached a Covid-lockdown peak of 60 million daily active players in late 2020, but continues to draw 10-15 million daily active players today. *(Reference III)*

# ALIEN NATION

## SIMILAR PRODUCTS



NBC's TV program *The Traitors*, which depicts a reality game in which players must work together on missions while a small number of "traitors" work secretly against the group, had the biggest debut for any original reality series on Peacock, growing by 75% over its first season, with an average audience of 470,000 viewers and a reach of 2.35 million viewers.

(Reference IV)



CBS's TV program *Survivor*, in which social tactics, alliances and sabotage play a key role, is about to begin its 47th season and has been on the air for 24 years. Despite its long run, it is the number one reality show on Paramount+ and averages 8.4 million viewers.

(Reference V)

# ALIEN NATION

IMPROVES ON

EXISTING EXPERIENCES

# ALIEN NATION

BRINGS HUMANS

TOGETHER

# ALIEN NATION REPLAYABILITY

Escape rooms can generally only be completed once.

In *Alien Nation*, role selection and the social angle makes this experience endlessly replayable.

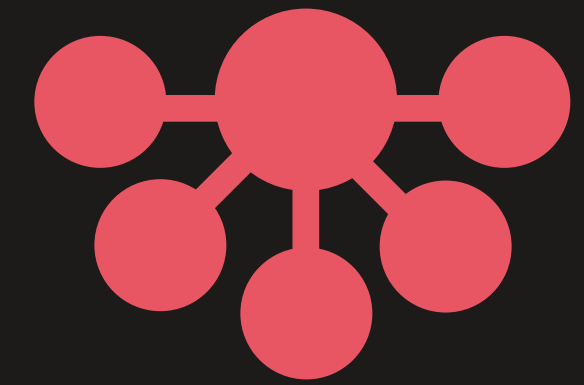
5 possible species = 120 different group makeups.

Combined with 5 roles = over 14,000 possible base combos alone.

Without taking into account the variability introduced by different players taking on the role of saboteur.

# ALIEN NATION

## ADDITIONAL INNOVATIONS



Duration:

If players do well in an escape room, their “reward” is a shorter experience;  
this experience can adjust on the fly to guarantee a satisfying duration for each party.

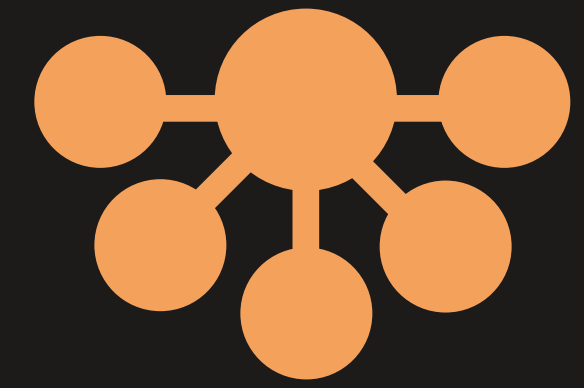


Individual Player Experience:

In games like *Mafia* and *Among Us*, players are traditionally eliminated one by one,  
leaving eliminated players waiting for everyone else to finish the game. The puzzle and task-based  
format of *Alien Nation* with elimination only at the end of the game lets everyone have fun  
for the full duration of gameplay.



# ALIEN NATION THE TAKEAWAY



In the far reaches of space...

Players are relieved of their Earth identity and invited to a place where loud, messy, and in-person communication is not only encouraged but essential to save the day.



Families, friends, and coworkers who may primarily interact with each other through screens have a physical place to play in person in a way that is tactile and unique to community play.

While the whimsical sci-fi theming of the experience adds to the fun, at the end of the day *Alien Nation* is a game which celebrates and hinges on players' human nature



...albeit as aliens.



THANK YOU



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## TUNE IN

