

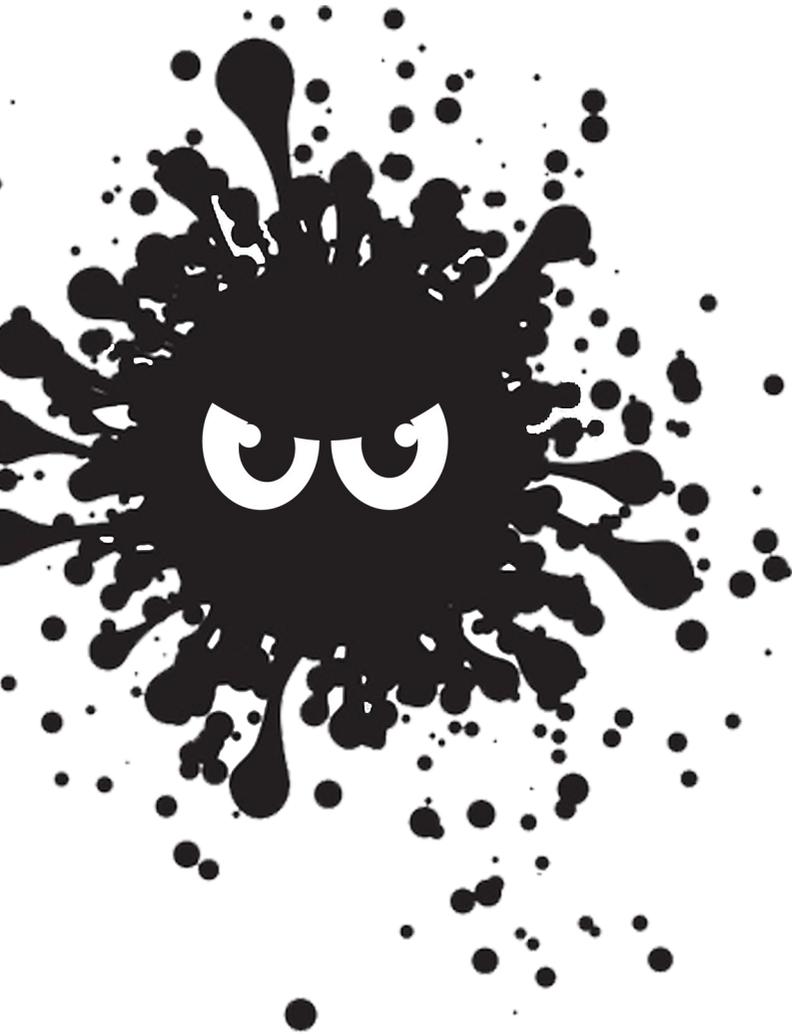


COLOR BLAST

COLOR YOUR WORLD!

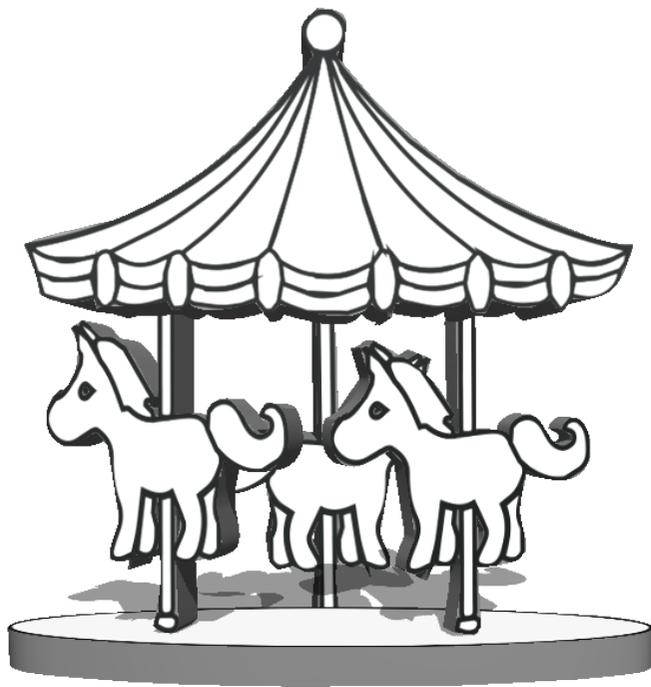
Interactive Dark Ride Concept
by Roger Beale & Kris Oliver

A COLORFUL CHARACTER



The Blot was born from a blast of frustration. A creature formed from the creative blocks which can write within all of us has manifested itself into a sour angry flying ink blot. It flies around the world ridding it of its color and creativity and bringing it back here to its warehouse.

Now it is up to you to board the Color Blast vehicles to bring new color to the world and catch The Blot and stop him once and for all.



Example Scenery

A 'NOT SO DARK' RIDE

Imagine entering a huge arena filled with oversized props and scenery all without color: A black and white immersive coloring book that makes your fingers itch to fill it with color – only without a brush. You aim your Color Blaster and fill the room with vibrant colors. Who said the sky needs to be blue anyway?!

Attraction Arena

The Big City
(enclosed)

Design Lab

Fun Factory

GET CREATIVE!

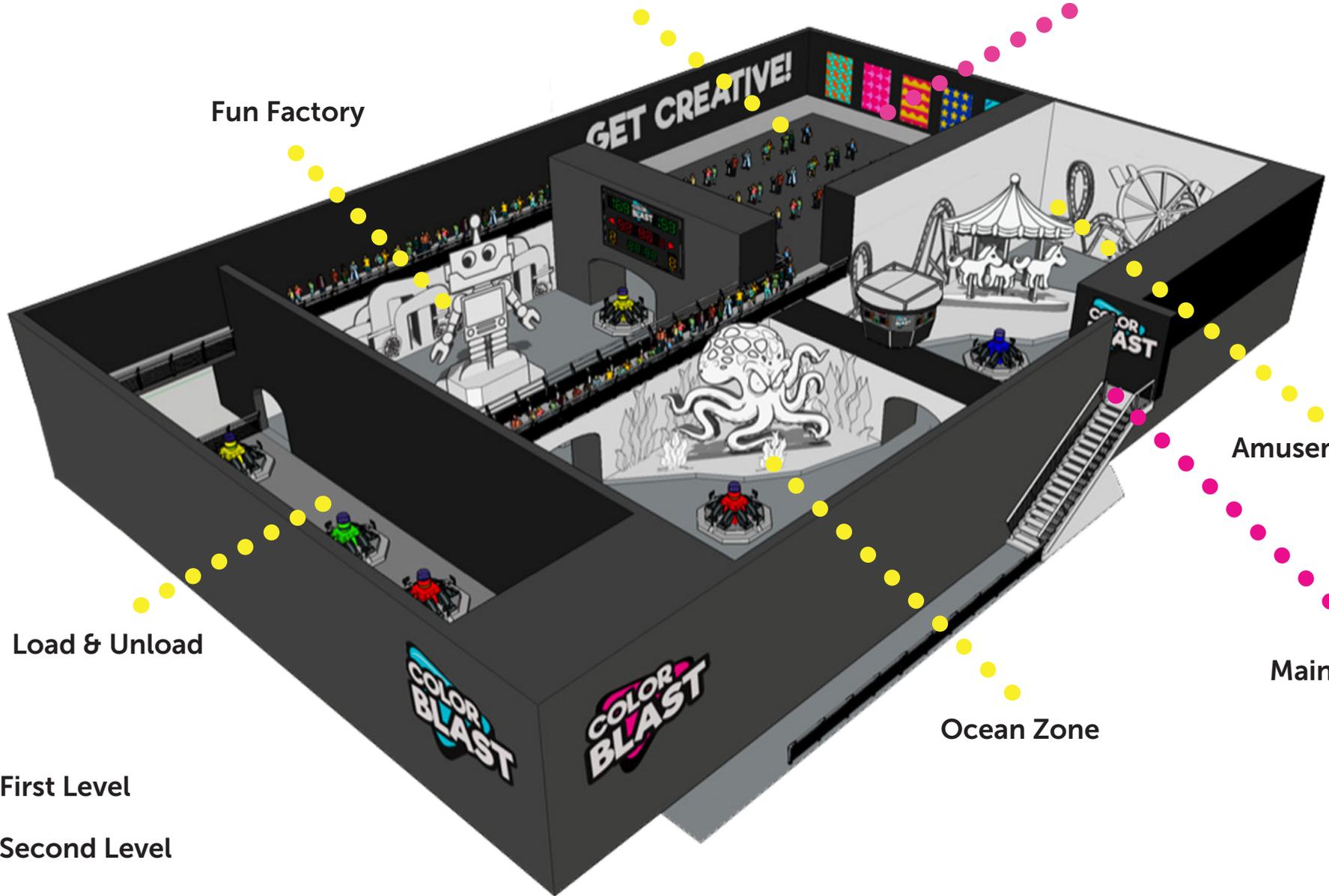
Load & Unload

Amusement Park

Main Entrance

Ocean Zone

- First Level
- Second Level

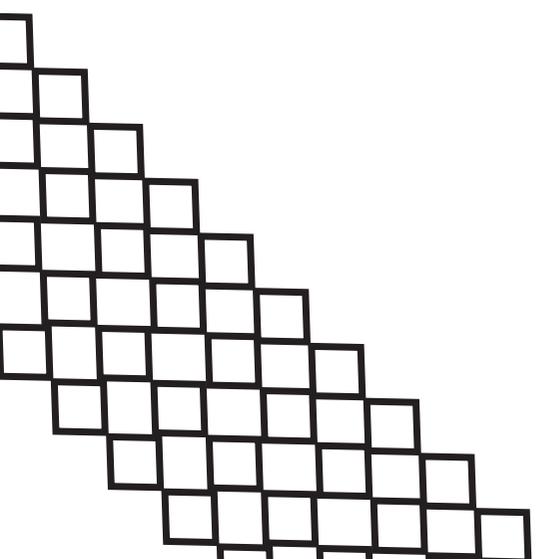


CREATIVITY IS CALLING

The action begins before boarding – with an interactive queue line to get your creative juices flowing!

While looking down to the ride arena below, multi-player mini games unlock interactive features for the ride arena. Switch the whole room to neon colors, give the vehicles an extra disorientating spin or add your own special effect?

Interact with the attraction, get a birds eye view of the brilliant colorfilled canvas below you and experience a true sense of engagement even before boarding the ride.

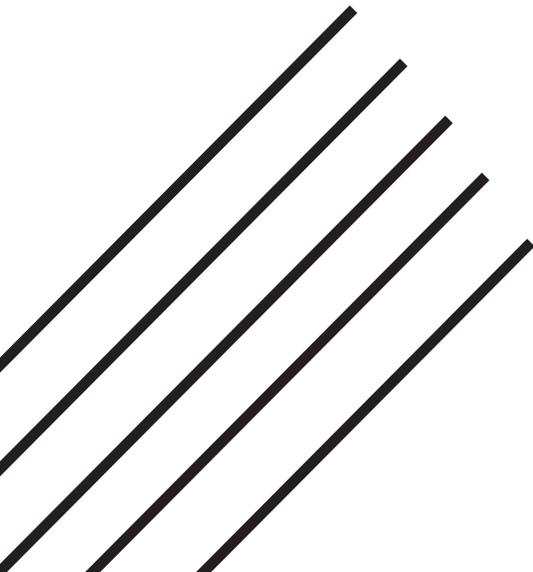


BRING THE WORLD TO LIFE!

Team up and compete as you aim, blast and color every white part before the time runs out!

The huge scenery springs to life and interacts give them color and save them from The Blot!

Your customized color pattern brings the room to life with pulsating patterns and colorful kinetic energy. A technicolored, personalised scoreboard above the ride keeps track of your score.



EXAMPLE THEMES

The Big City

The buzz of the big city: Skyscrapers, shops, outdoor cafes, even the lamp posts need to be brought to life in this big fun metropolis.

Ocean Zone

Splash the octopus with ink and see what happens! Open a sunken treasure chest, make the tropical fish smile and color the beautiful sea-horses.

Amusement Park

Try and catch the rollercoaster as it goes by, smell the popcorn in the air, watch the carousel spin and enjoy all the fun of the fair.

Fun Factory

Giant robots, groovy lava lamps, bouncing balls and huge building blocks fill the room with conveyor belts carrying all manner of strange items. Just what kind of factory is this?!

THE GRAND FINALE

As the music speeds up so do the vehicles as they move through each of the zones again to chase THE BLOT! The patterns flash as the vehicles spin faster to give one more thrill.

After the ride is up guests can see and share their play through of the experience, intergrated with animation and on ride video before playing again!

A COLORFILLED EXPERIENCE

1. Arena setting giving riders and spectators unique engagement and atmosphere

2. Giant 3D props and scenery made from digital screens surrounding guests act as targets

3. Spinning vehicles add physical movement to the ride, while pulsating patterns and moving props and scenery add kinetic energy

4. Non-riders and queue line guests can interact with the ride as it is in motion and create unique experiences each time

5. Customized designs and patterns give the player a sense of ownership

6. Suitable, for all type of guests and ages

7. Scalable – suitable for a range of spaces and throughputs

8. Adaptable for guest type, game play, holidays and updates.

HOLIDAYS AND OVERLAYS

Christmas

Candy canes, reindeers and santa hats are the Christmas pattern choices alongside a winter themed color palette exclusive to this time of the year.

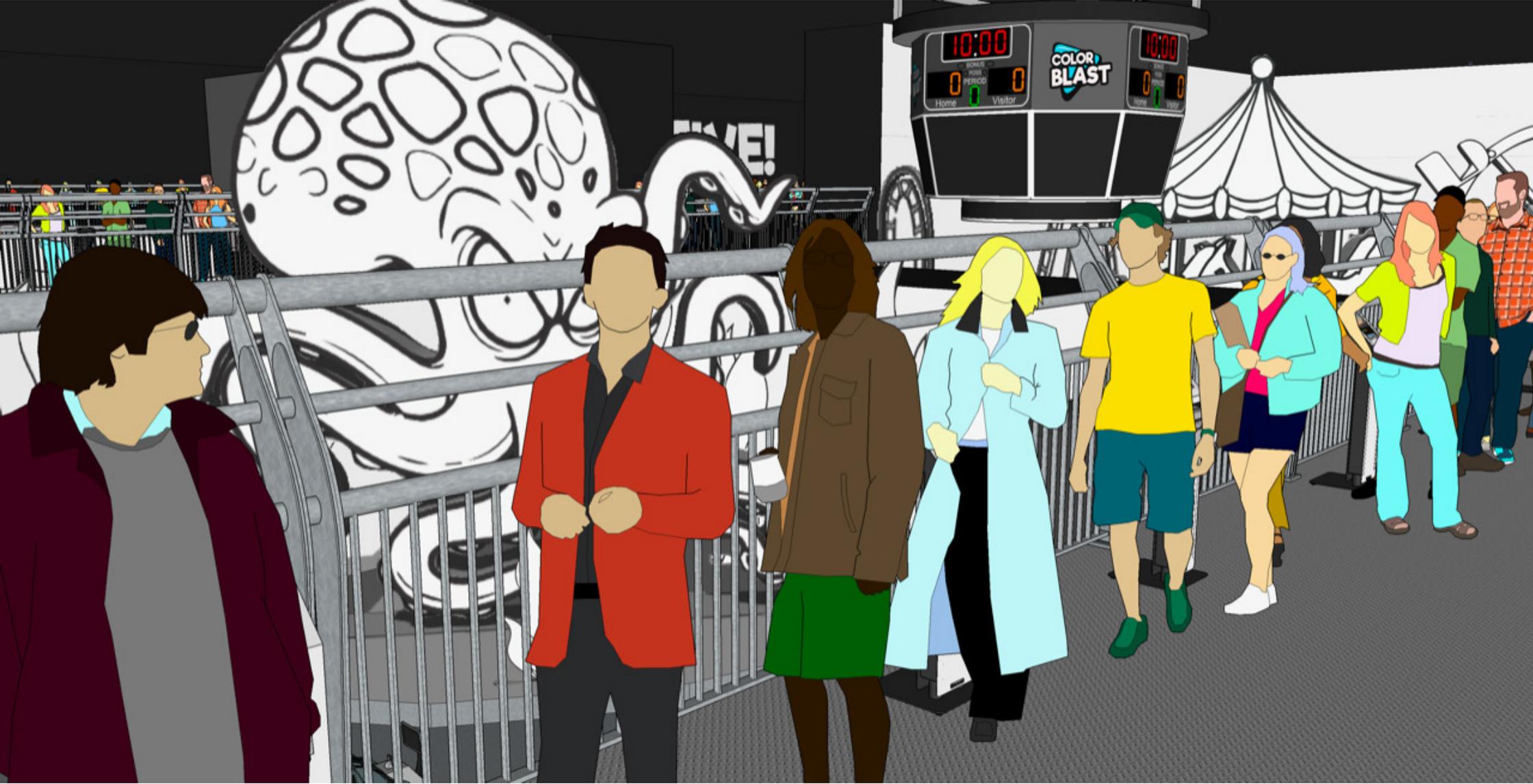
New festive mini-games and an unbeat Christmas soundtrack make the holiday's jolly and another reason to come back to beat your score!

Halloween

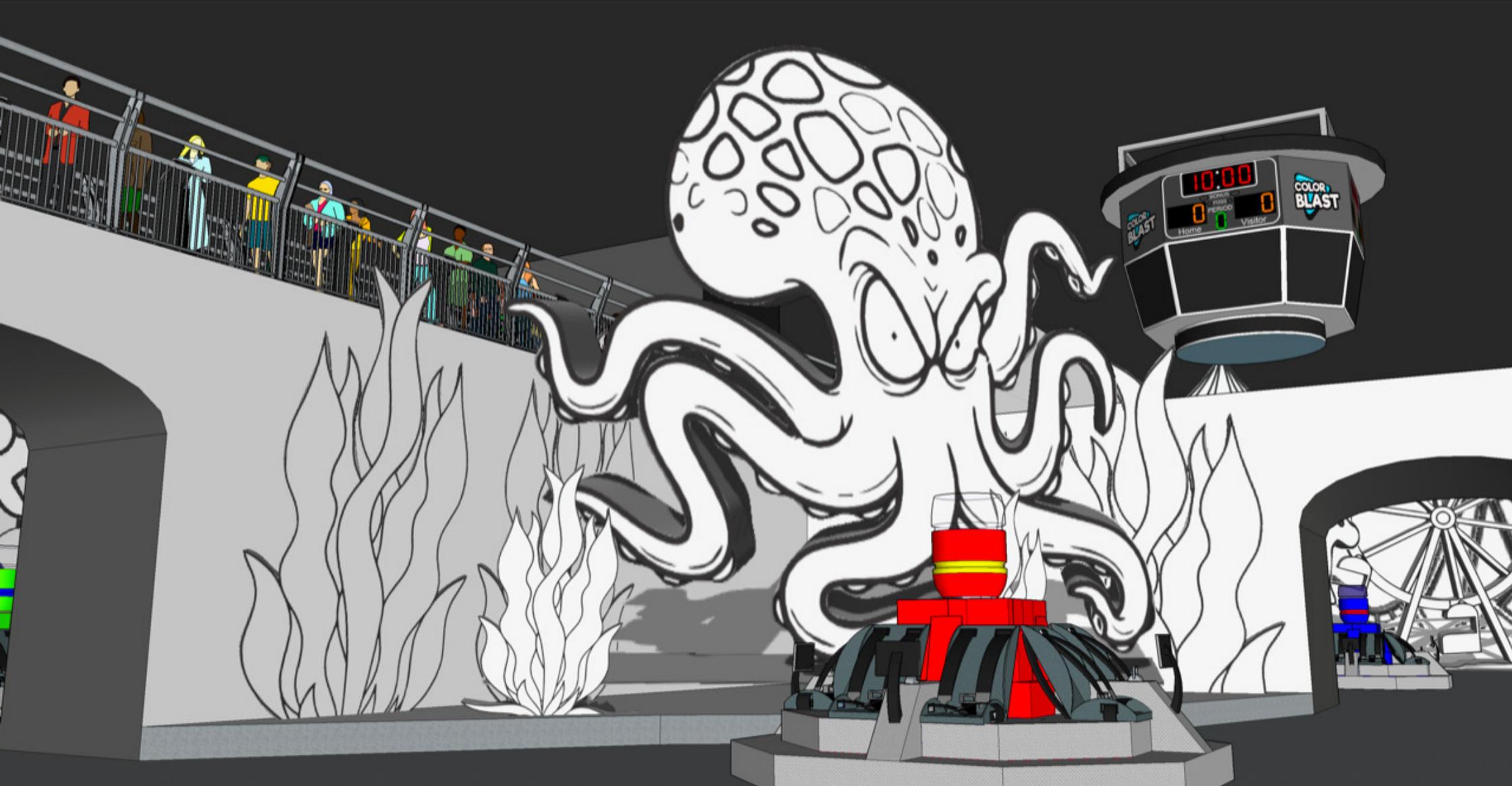
A scary fast and fun score fills the air as thunder and lightening: The queue line guests unleash thunder, lighting, screams and special effect surprises for the riders down below as they play spooktacular themed mini-games.

Animated bats, pumpkins, ghosts and more chilling designs make this a perfect halloween haunt!

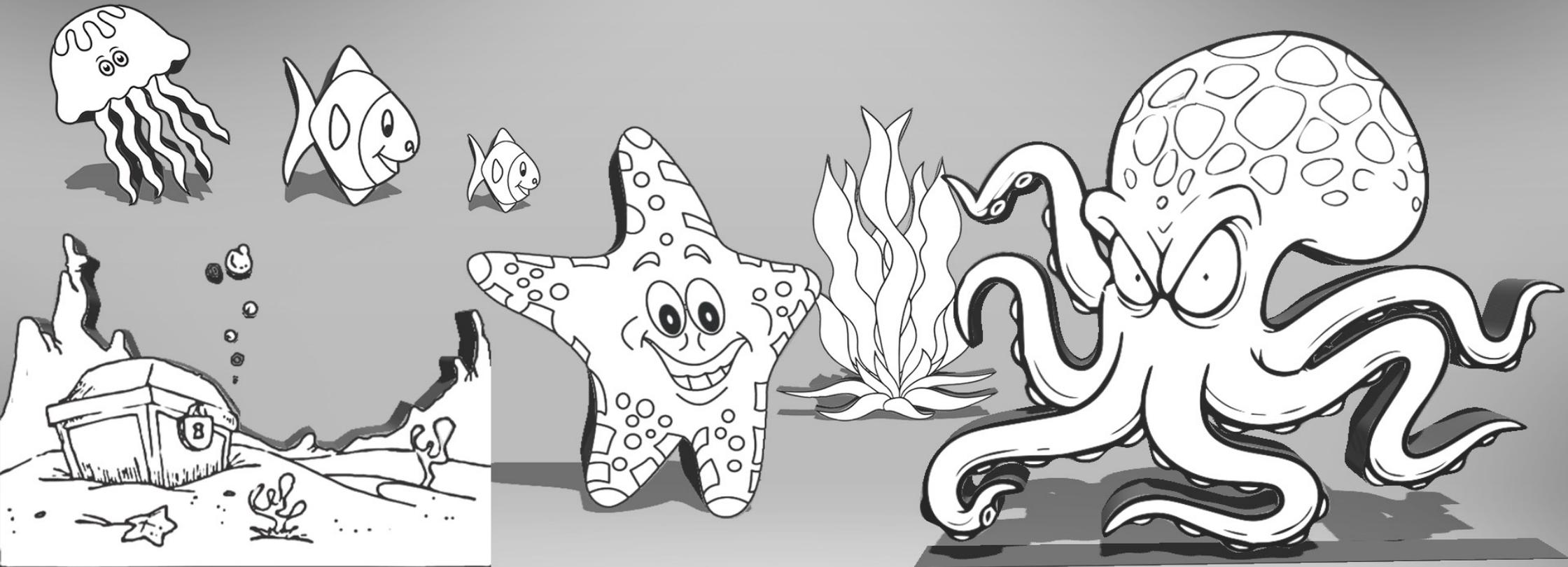
View from queue line into arena



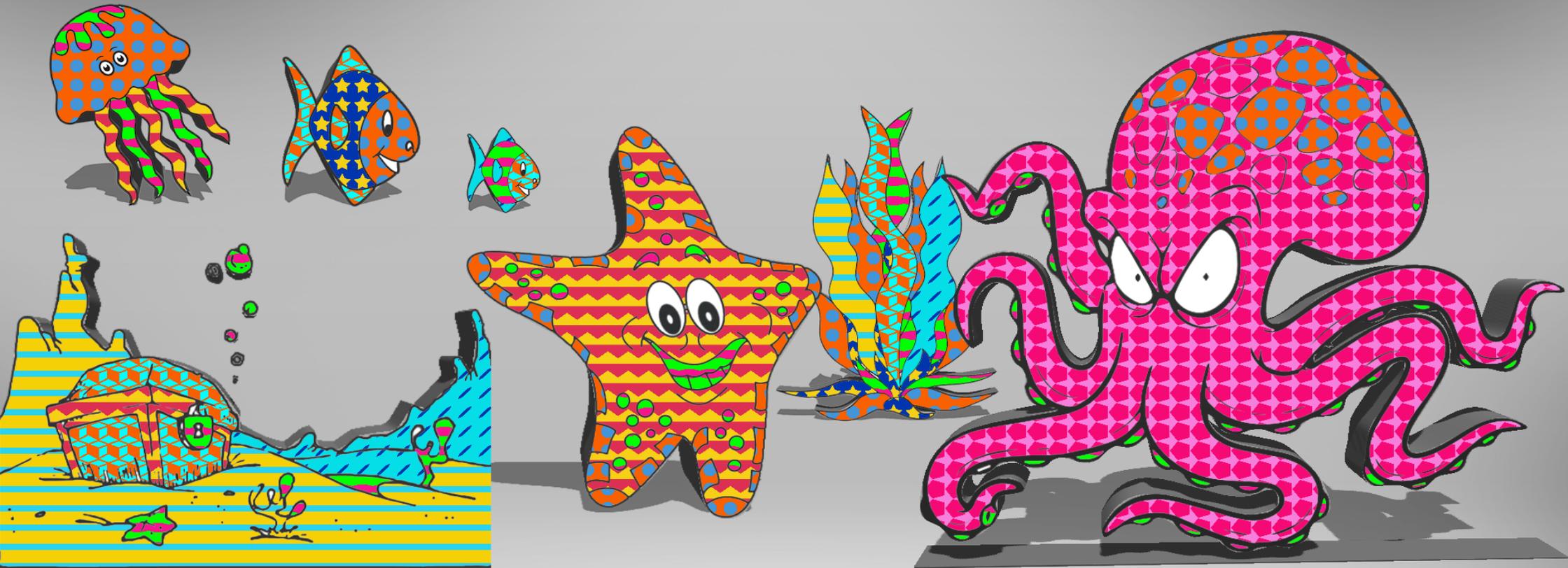
View from ride



Example Scenery (Ocean Zone)



Example Scenery (Ocean Zone)



Example Scenery (The Big City)



HIGHLY INTERACTIVE
even between guests in queue and on ride!

CUSTOMISABLE
create your own custom pattern and scenery

COMPETITIVE
with multiple ways to play and game play types



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