

1 EnchantWays™ Concept

1.2 Forward

This document presents the EnchantWays™ attraction concept for a theme park, museum, family entertainment center, or similar venue. It develops the concept and presents possible implementations.

The successful venue implementing EnchantWays™ provides the creative direction to tailor the concept to their venue. **Creative content, game play and point structure is a function of the venue, and must be developed with the specific venue in mind.**

Equally important, the successful venue provides the across-park management unity needed for the concept's development, installation, and operation. **This concept requires careful integration of the venue's creative, marketing, merchandising, operations, and maintenance groups.**

Birket Engineering, Inc. provides the experience and expertise required for the project's design and implementation.

1.3 Operational Overview

Enchantways™ is an interactive, infinitely configurable game played during a visit to your venue. It is an attraction overlaid on top of existing attractions. In the style of treasure hunters, guests move through the game and discover secrets in the park that only they have the key to reveal. **An Enchantways™ key may take the form of any desired product, token or merchandise item.**

Enchantways™ provides truly memorable experiences, take-aways for guests, incentives for return visits, and opportunities for tie-ins with other ideas.

The game is configurable for special events, seasonal or daily changes, and can be integrated with marketing promotions, security, and management of guests through the park to maximize ride, show or exhibit capacities.

1.4 Guest Experience

Upon entering the park or exhibit, guests purchase or receive a themed key that is uniquely coded to that guest. The key is used at Game Stations to enter the EnchantWays™ system, where they navigate the game based on a storyline consistent with the venue or any desired entertainment or educational theme.

The game enables the key to unlock special effect and show action events and dispense take-aways in the park, motivating the guest to move forward in the game.

Networked game kiosks and events are located throughout the venue. As guests advance through the game, larger and more exciting special events and take-aways are unlocked. Game kiosks also provide guests with security, wait-time, event schedule, promotional, and other venue-related information.

Existing keys are used during return park visits to continue through the game. Game modifications may be made as required to keep the game experience new and exciting.



1.5 Game Take-Aways and Events

Much of the excitement of the game comes from a guest's anticipation of game take-aways. Take-aways provide a tangible reward for playing the game and an incentive to play further.

Special Effect and Show Action Events are the highlight take-aways during the guest visit. Examples of events include a guest-activated water display, lighting, audio or fog effects, a door opening, or any imaginable animation or combination effect consistent with the venue.

Wherever possible, existing park equipment and events are used. New events may be added as desired. A control interface must be added to coordinate event triggering with existing effects.

Redemption Events are enabled during selected levels of game play. Redemption dispensers provide coupons for free food or merchandise, or tickets for return visits or promotions.

Guest X-press or preferred ride or show seating is provided. Game keys enable turnstiles when appropriate.

A players' name or other information is displayed as a part of a game kiosk or effect event to personalize the experience.

Other Venue-Specific Take-Away and Events are provided:

- Winner-of-the-Day events for the player with the most points that day in a given age or other category.
- Events and prizes for yearly or seasonal high-scorer.
- A level of events in which everyone participates regardless of game status.