



**FREEDOM  
GAMING**



rugged. interactive

Issue:  
Sept 2024

# The Ultimate Team Arena Challenge.

- Increase capacity
- Foster repeat visits
- Stand out from your competition
- Increase venue capacity
- Broaden audience
- Three unique game modes





# FREEDOM GAMING

An interactive tag challenge where players run, climb and crawl through obstacles to hunt down and hit out lights to score points. Freedom Gaming is played by up to six individual players or teams, each chasing a specific colour.

- An easy to understand and inclusive game that everyone can enjoy, without the complication of RFID wristbands.
- Offers a new revenue stream that is perfect for birthday party groups, teen challenges and corporate team building.
- Three game modes for unsupervised free-play, group challenges or continuous play.



## Three immersive game modes for every audience



## Why Freedom Gaming?



### Ultra Versatile

Suits custom-built multi-challenge arenas or integrates into any soft-play frame. Choose a system size and challenge layout to suit any space and target group.



### Easy to Manage No RFID

Removes the need for staff to explain, register and issue RFID wristbands to players - saving operators significant annual costs. One less thing to worry about at busy times!



### Low Cost of Maintenance

Low-cost, swap in, swap out pods makes Freedom Gaming easy to maintain.



### Improved Profitability

Operators can boost income by charging higher entry fees or creating a new pay-to-play feature.



### Real Interactivity Hit Pods to Play

Our lightpods need a real hit or press, which is much more rewarding – and reliable – than waving an RFID wristband over a sensor.



FREEDOM GAMING FOR:

8 yrs - adult

# Adventure Arenas



- Freedom Gaming is well suited to custom-built multi-challenge arenas
- Proven as a stand-alone chargeable activity
- Create an arena with obstacles to suit your target age group and provide a wide range of physical challenges that appeal to all players
- Works well for large party groups and corporate fun, as well as individual 'free play'
- Suits spaces of 80sqm and above



“Since installing Freedom Gaming, our party bookings have become increasingly higher due to the ability to layer in party add ons or exclusive Freedom Gaming experiences for party attendants.”



**Grady Hinchman**  
Park Owner,  
Altitude Trampoline Parks

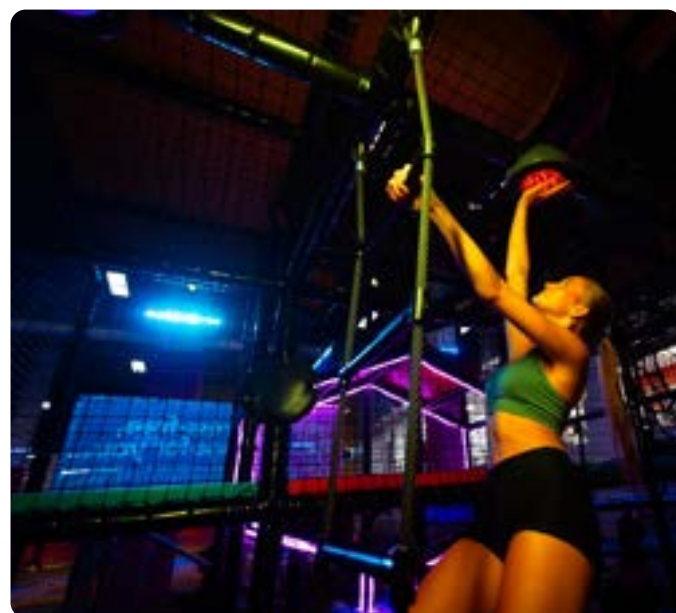




Freedom Gaming has increased our park capacity by 50%. At peak times, Freedom Gaming has a player throughput of approximately 360 people [per session]!”



**Ben Peach**  
Managing Director,  
Boost Trampoline Parks







FREEDOM GAMING FOR:

# Indoor Playgrounds

2 - 14 years



- A [powerful differentiator](#) for any indoor playground
- Easily integrated into any soft-play frame. [Suits small, medium and large play frames](#)
- High-tech lights, sounds and screens enable premium entry pricing
- Great for individual 'free play', party groups and after school clubs
- [Expand your target audience](#) - attracts older kids and parties for 9+ years
- [Increase parent satisfaction scores](#) - fun for parents to play with their children





Freedom Gaming has been a fantastic way of adding value to our play frame. It has really helped differentiate us from our competition.”



**Gordon Forster**  
Park Owner,  
Safari Play Peterborough





## Case Study

# Altitude Oswego, USA

## Adventure Arenas

“My favourite attraction would be the Strike Arena, there’s big appeal in the interactives! Someone would probably come to this park rather than other parks because we have something new, exciting and innovative, not a lot of other parks around here have Strike Arena or the Ninja Course, they’re something people haven’t seen yet.”



**Hannah Nicholas**  
General Manager

Altitude Oswego’s exciting remodeling project has brought new attractions and interactives to customers, catering to a **wider demographic** and offering active fun that’s **ahead of the competition**.

Their impressive, custom built Freedom Gaming arena, which sits underneath a Ninja Run with TriggerTrac tech, **appeals to older children through gamification and competition**.

Alongside this new feature, Altitude Oswego have also invested in our AeroStrike targets, a giant soft play for juniors, and a toddler soft play.

Since reopening the park in December 2023, **revenue has increased by 48%, birthday party sales by 12%, and repeat customers by 31%**, in only 8 months.





# Ocean & Space Adventurers, UK

## Indoor Playgrounds

Tom Filer, owner of Space Adventurers and Ocean Adventurers, installed the first 30-pod Freedom Gaming system in the UK with three clear goals: to **modernise**, to **appeal to a wider and older audience**, and to justify **premium pricing**.

It had an immediate impact: sky-high Net Promoter scores, despite the increased entry prices; **growth in group and party revenues**;

delighted parents actively playing with their children; minimal operation effort; and high impact news coverage, too.

Within 3 months, Tom updated his second site, with similar results; he says: "Freedom Gaming has achieved all of my objectives, and a **payback of less than 12 months**. And as I now tell everyone, 'Dads love Freedom Gaming!'"



**Paid back in  
less than  
12 MONTHS**





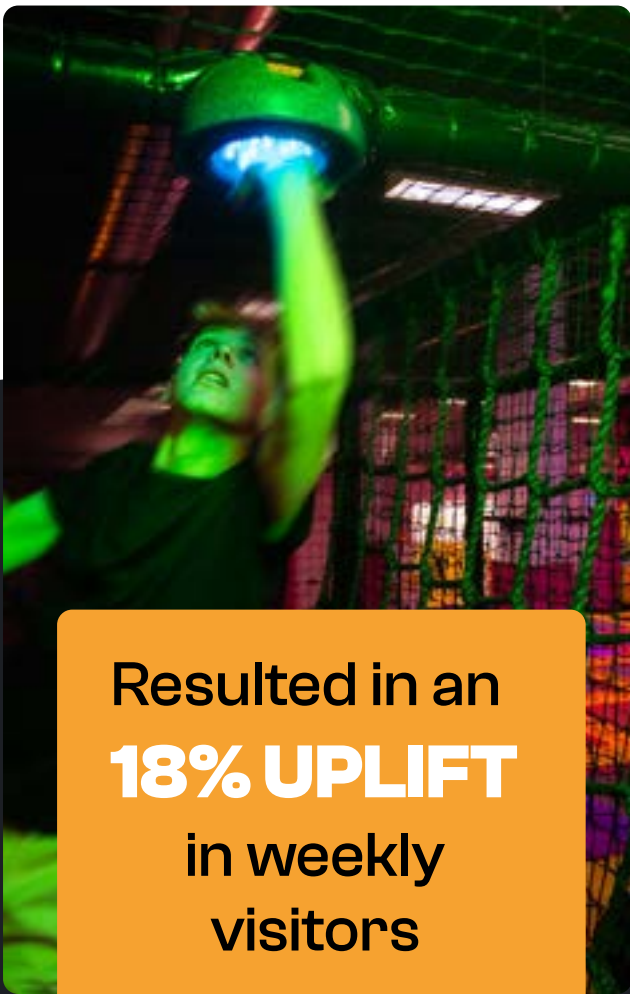
## Case Study

# Boost Trampoline Park, UK

## Family Entertainment Centres

By repositioning their seating area, Boost were able to introduce Freedom Gaming. They **increased their park's capacity by 50%**, from 80 to 120. This capacity increase alone is **expected to generate an additional £170,000 per year**.

In the first three months following installation, **Boost Leicester saw an 18% uplift in weekly visitors**. Their increased appeal to toddlers, older teens, and even adults has extended their reach and brought in new visitors during their typically quiet periods. **Boost have achieved a ROI of less than 7 months**, and are now planning on upgrading their other site.



Resulted in an  
**18% UPLIFT**  
in weekly  
visitors





# HOW TO PLAY

## CyberChase

Switch easily between game modes during the day for free-play, parties or groups.

### Aim of the Game:

Individually, or in groups, score points by hitting your selected coloured pods around the game arena. The player or team with the highest score when the timer stops will take the win.



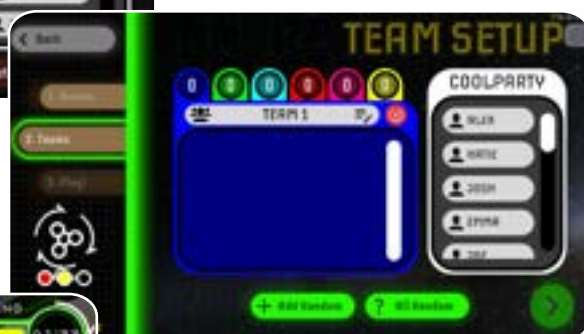
Step 1 → Press start



Step 2 → Enter team names



Step 3 → Allocate players to teams



In player leaderboard



Daily overall leaderboard



- For supervised game play
- Customise team and player names
- Ideal for large groups and parties
- Flexible game time options.



# HOW TO PLAY

## RoboRun

### Aim of the Game:

Run around the arena hitting out your coloured lightpods as quickly as you can before your timer stops. You can play alone, in pairs, or in groups – try to get the highest score and top the leaderboard.



### Step 1 → Select your bot



### Step 2 → Enter name



### Step 3 → Start game



### In player leaderboard



### Daily overall leaderboard



- For unsupervised games
- Great for free-play
- Rapid set-up-and-go
- Flexible game time options



# HOW TO PLAY

## Catch the Tiger

### Aim of the Game:

Tess the Tiger is hiding in the arena. Go searching for her by pressing the lightpods to see if she makes her roaring sound. You might find other jungle animals along the way, but only when you find Tess will you get a point added to the combined score.



**Step 1** → Press start button



**Step 2** → Seven animals to spot



**Step 3** → Keep searching!

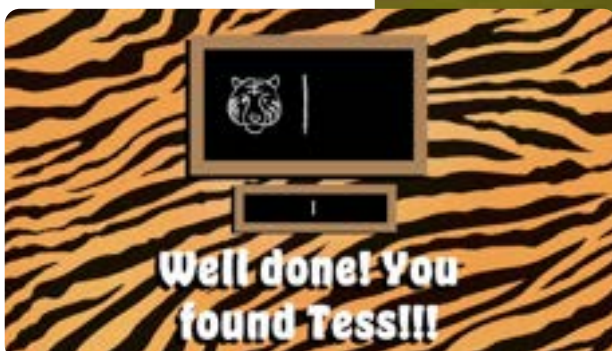


**Step 4** → You've found Tess!



**Perfect  
for junior  
guests aged  
2-6 years**

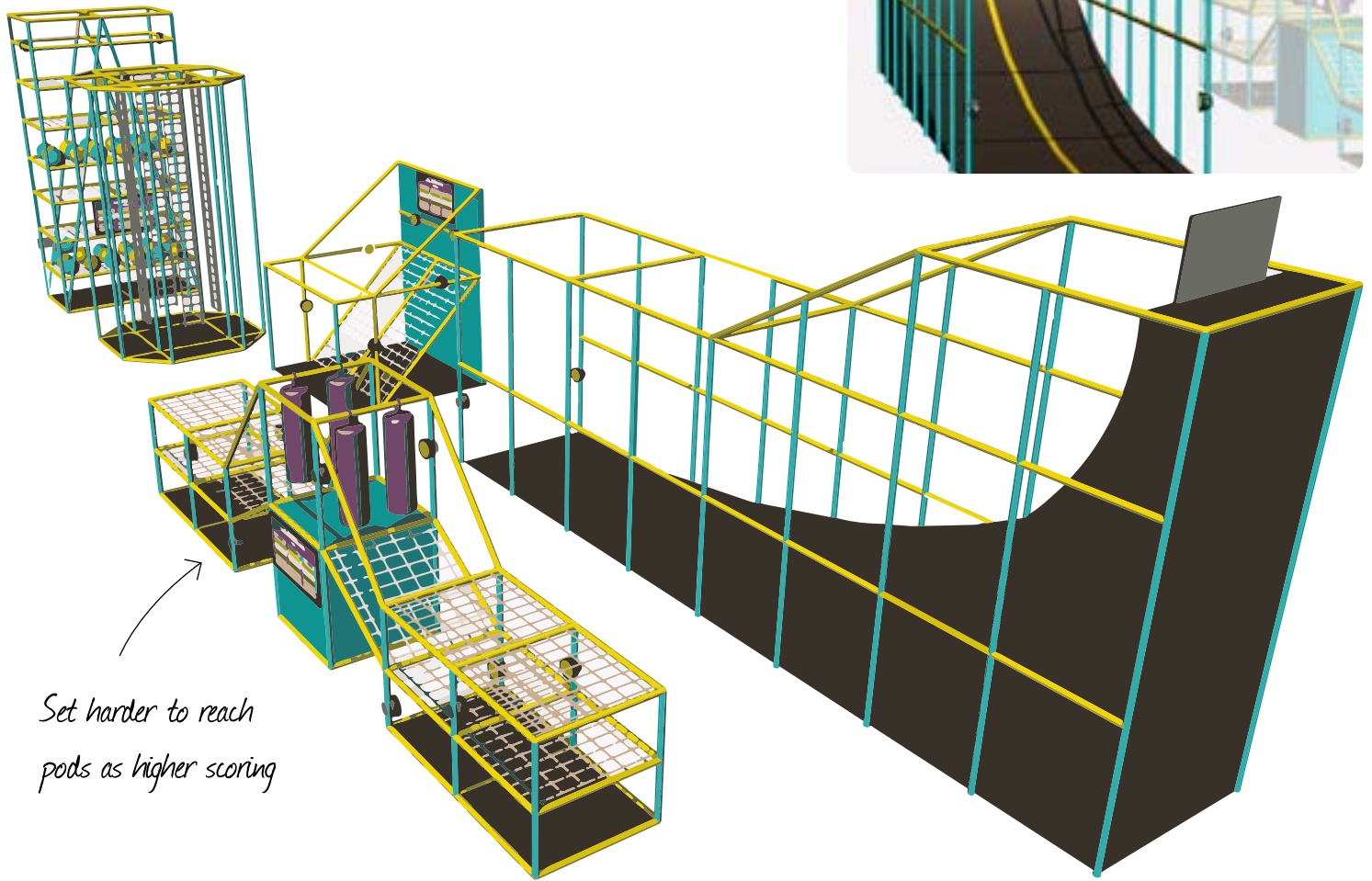
Unlimited tally chart



- Continuous game play for open sessions
- Perfect for junior guests
- Highly engaging with animal noises and flashing lights
- Exciting in-play graphics

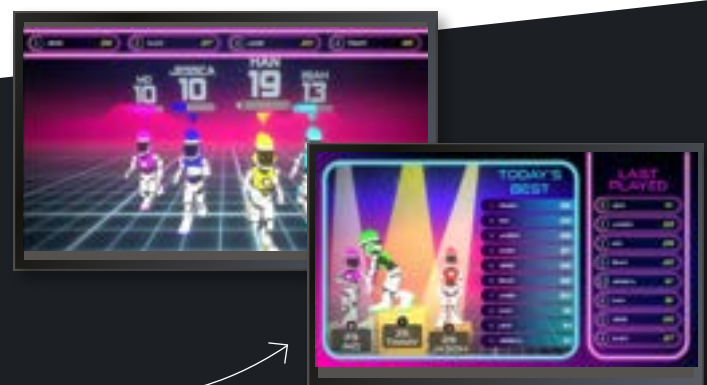


# SYSTEM LAYOUT



## Specification

- Main computer HUB
- Additional secondary HUB (1 unit per 15 pods)
- Interactive pods mounted in PET mouldings with backplates
- Rugged pods - tested to 5 million hits
- 2 x Loudspeakers
- Cabling for all pods
- 15.6" launch touchscreen
- 49" Live leaderboard display TVs
- (# dependent on size of the system)

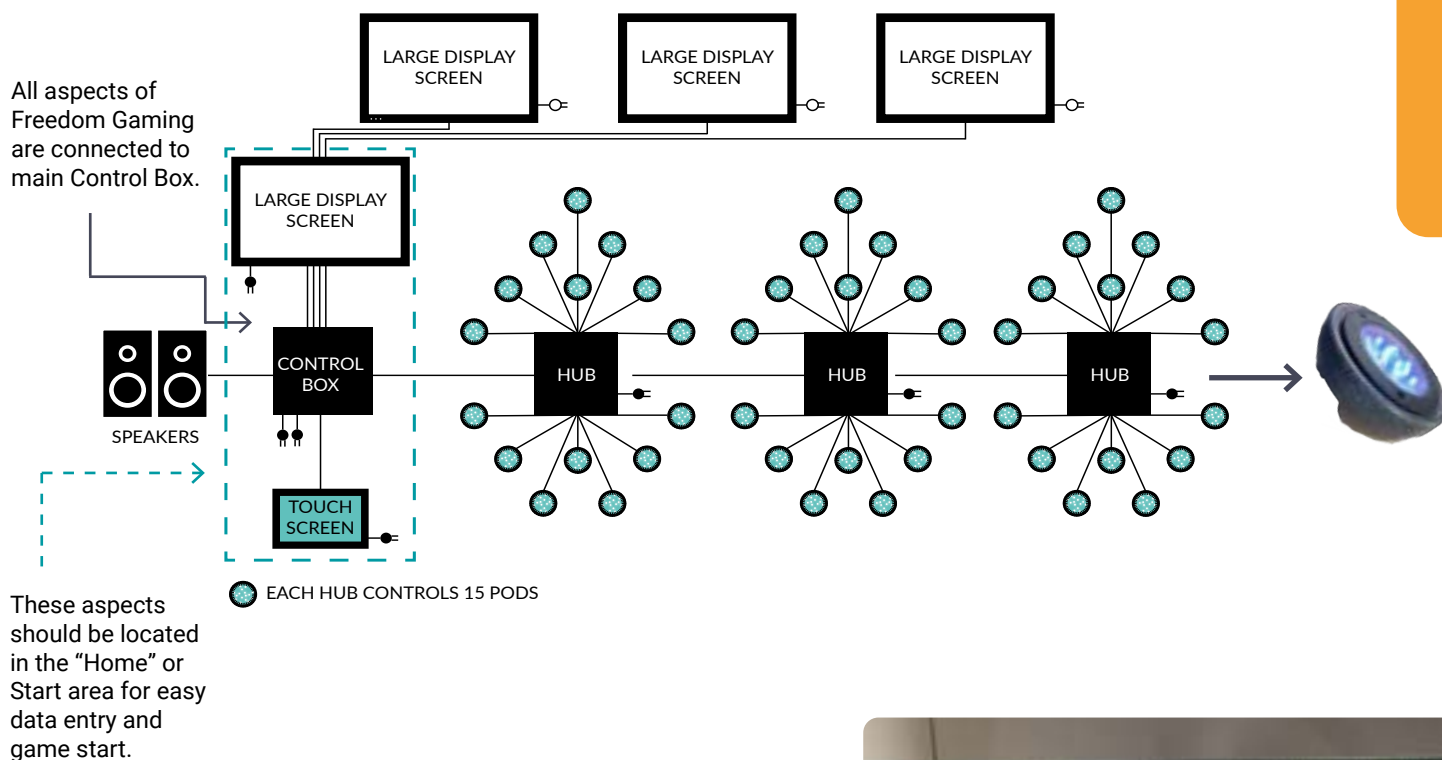






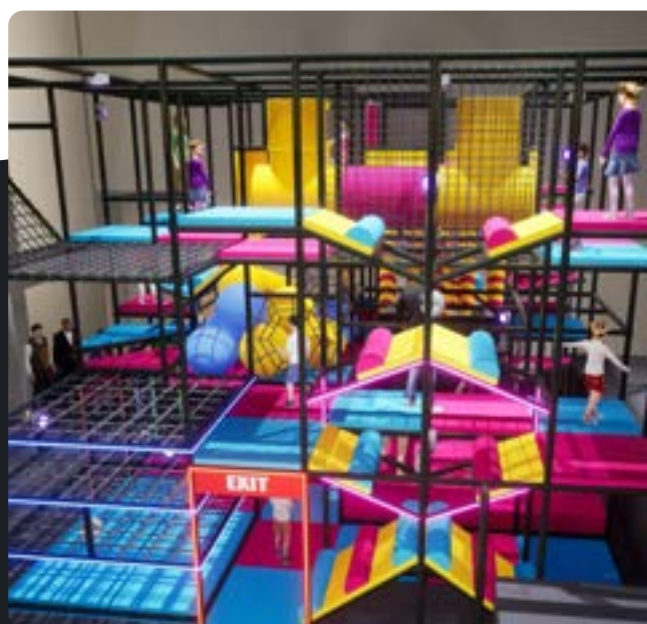
### Simple Internet Connection

Freedom Gaming requires a wired internet connection for occasional updates and troubleshooting, rather than 24/7 cloud access for RFID systems.



## System Size Options

|                      |          |
|----------------------|----------|
| Basic Game Zone      | 30 PODS  |
| Standard Game Zone   | 45 PODS  |
| Mid-Size Game Arena  | 60 PODS  |
| Full Game Arena      | 75 PODS  |
| Adventure Maze       | 90 PODS  |
| Large Adventure Maze | 105 PODS |
| Labyrinth            | 120 PODS |



With various package options available, see this table to calculate how many pods would be required for your arena size.





**rugged. interactive**

[www.rugged-interactive.com](http://www.rugged-interactive.com)

**+44 (0)1726 981 123**

[sales@rugged-interactive.com](mailto:sales@rugged-interactive.com)

**HEAD OFFICE**

**Rugged Interactive**

Unit 1, Callywith Court,  
Callywith Gate Ind. Est.  
Bodmin, Cornwall  
United Kingdom, PL31 2RQ

**SALES OFFICE**

**Rugged Interactive**

Future Space  
UWE North Gate  
Filton Road, Bristol  
United Kingdom, BS34 8RB

Rugged Interactive is the trading name of Design for Sport Developments Ltd. CRN: 07114134. Address: Rugged Interactive, Unit 1 Callywith Court, Bodmin, Cornwall, PL31 2RQ.

© 2024 Design for Sport Developments Ltd.