

ADS

ATTRACTION DESIGN SERVICES

THEMEPARKS FILMS MUSEUMS

Presents

COLOR★WARS

TM

**A CUTTING EDGE
RIDE/GAME ATTRACTION
FOR
THE 21ST CENTURY**

**THE PERFECT ADDITION TO
★ AMUSEMENT PARKS ★ THEME PARKS
★ FAMILY FUN CENTERS**

RIDE THE GAME!!

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11/10/2010

BUMPER CARS WILL NEVER BE THE SAME:

NOW IT'S ALL ABOUT THE GAME!

Traditional bumper car rides are proven fun and have been around for decades. In an effort to raise the bar, several companies have combined them with laser tag to some small degree of success.

Color Wars™ takes the bumper car ride a giant leap ahead and creates a strategic game that's not only fun but also challenging and rewarding. It's not just bumper cars combined with an existing game; it's a completely new experience!



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Features:

- Customizable for your center's needs
- Simple to operate
- Make it a part of your redemption game repertoire to increase profit and repeat business
- Extremely high repeat gaming appeal
- A completely new ride/game concept
- Aesthetically interesting and exciting
- Easy maintenance, low downtime
- Existing bumper cars can be retrofitted



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The Game:

- Guests load into the color car chosen in the waiting area.
- One player will take the driver's seat and the other will operate the color blaster from the passenger seat.
- Each car's chassis will display the car number and the team's color.
- The house lights dim as the game begins (indoor version).
- The projection screen inside the arena and monitors in the waiting area will display an animation with the rules of the game.
- There are two teams: 5 red cars and 5 blue cars, 2 players per car.
- The object of the game is to accumulate points by bumping an opposing team's vehicle in one of three target areas located on their car thereby changing that vehicle's color to your team's color.
- Sound effects signify if a "point hit" is made when a car is bumped.
- Every car's points will be displayed on the main projection screen throughout the ride cycle. Each car will be equipped with a score display on their dashboard.
- If your car is currently the opposing teams color any target or car bumped will gain fewer points until you change your color back by bumping or shooting a car-color reset object.
- Randomly sequenced Color-changing targets such as barrels, stars and other props placed throughout the arena can be fired upon or bumped while they are the opposing team's color to gain points. If they are targeted or bumped while emanating your own team's color you will lose points.
- Bonus points can be earned by targeting or bumping objects while they are illuminated with a color other than one of the two teams.
- At the end of the ride the team with the most of their cars illuminated with their color will all receive a set of bonus points.

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The competitive nature of this game will attract repeat ridership with the strategies involved. For example, if members of the same team find themselves with fewer of their colors illuminated, they'll want to begin focusing on changing the colors back instead of gaining points otherwise they will lose their bonus points. If a player has the high score he or she better outmaneuver everyone else because the opposing team will want to bump that car.



Redemption Game Option:

- Each guest receives a card with a number and color. The card is magnetically encoded so the guest can receive the number of redemption tickets earned during the game.
- At the end of the ride guests can insert their card in a ticket dispensing machine to receive their redemption tickets based on their total points and team bonus points.
- An additional bonus will be given to the player with the highest score on their team.
- The high score winner must end the game illuminated by the same color that they started out with in order to claim the 25 ticket prize.

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Themed Attraction Option:

Imagine a twilight labyrinth of city streets replete with colorful interactive props and characters. Players can zoom about, exploring these city streets, engaging other vehicles in the Color Wars™ game play, and interact with multiple scenic elements that add a new dimension to the game.

As they travel through buildings and bump their way through the city, they'll leave a wake of their team's color.

Options include:

- Interactive "color blaster" guns
- Search/mystery exploration game
- Alternate environments such as alien planet, jungle, underwater and many others
- Square footage, themeing and games customized for your facility

Play by Play Audio and Video Image Capture:

Another means of generating income is to include a take-home image capture system. Cameras installed above and around the arena, as well as in each car, can be programmed to record specific cars and their passengers based on the action of the



game. These images can be displayed on the large-format screen in the arena and can also be purchased at the end of the ride.

Play by Play audio bytes can be activated as well. Depending on the action in the arena guests might hear something like, "Red car number 2 has just bumped blue car number 6 placing the red team in the lead," or "If blue car number 8 can just manage to shoot the bonus flashing green target they will be in the lead."

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Attraction Levels:

Color Wars™ can be purchased based on your specific needs. You can start with the single seat cars for the lowest pricing.

The Single-Seat

Includes the number of single-seat Color Wars™ cars necessary to accommodate your capacity requirements. It also comes with all the software, graphics, scoreboard, reset stations and media.

The Dual-Seat

This option includes everything in the Single-Seat package. The Dual-Seat cars will have one seat for the driver and one seat for the Color Blaster. You'll also get hanging targets that change colors for the second passenger to shoot when they are illuminated the proper color.

The Ultimate Arena

Not only will you have two passengers per car each having fun accumulating points while bumping and targeting but you'll get color changing Bumper Barrels and a full lighting package along with scenic elements to add to the excitement of the experience.

Of course we can customize any package geared for you needs.



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The Bottom Line:

The first row in the chart representing 100% operating capacity is based on a 20 player setup (10 cars with 2 passengers each) operating 10 cycles per hour / 8 hours per day / 6 days per week / for 11 months a year / charging \$3.00 per play. Of course it's more realistic to assume a lower operating capacity percentage.

As an example let's assume the 50% capacity shown below. That's 211,000 riders including a repeat rider percentage of 30%. Your annual attendance would only have to reach 148,000, 63,000 of which will ride twice during the year.

Results may vary based on cycle times, cost of your specific installation and operations.

Operating Capacity Percentage	Possible Income Per Hour	Possible Income Per Day	Possible Income Per Week	Possible Income Per Month	Possible Income Per Year	Payback In Months*
100%	\$600	\$4,800	\$28,800	\$115,200	\$1,267,200	6
90%	\$540	\$4,320	\$25,920	\$103,680	\$1,140,480	7
85%	\$510	\$4,080	\$24,480	\$97,920	\$1,077,120	7
80%	\$480	\$3,840	\$23,040	\$92,160	\$1,013,760	8
75%	\$450	\$3,600	\$21,600	\$84,400	\$928,400	8
70%	\$420	\$3,360	\$20,160	\$80,640	\$887,040	9
65%	\$390	\$3,120	\$18,720	\$74,880	\$823,680	9
60%	\$360	\$2,880	\$17,280	\$69,120	\$760,320	10
55%	\$330	\$2,640	\$15,840	\$63,360	\$696,960	11
50%	\$300	\$2,400	\$14,400	\$57,600	\$633,600	12
45%	\$270	\$2,160	\$12,960	\$51,840	\$570,240	13
40%	\$240	\$1,920	\$11,520	\$46,080	\$506,880	15
35%	\$210	\$1,680	\$10,080	\$40,320	\$443,520	17
30%	\$180	\$1,440	\$8,640	\$34,560	\$380,160	20
25%	\$150	\$1,200	\$7,200	\$28,800	\$316,800	24

*Payback is calculated **after 65% operating expenses.**

If you already have bumper cars at your facility, ask about modifying them for a lower price.

Please e-mail info@attractiondesignservices.com or call 888-823-4440 for a price quote and further information.

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